

**Cell Counting Market by Product (Instruments (Spectrophotometer, Flow Cytometer, Hematology Analyzers, Cell Counters), Consumables (Media, Reagents, Assays, Microplate)), Application, End User (Pharma & Biotech) - Global Forecast to 2029**

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**Report description:**

The global cell counting market is projected to surpass USD 16.14 billion in 2029 from USD 11.12 billion in 2024, with a significant CAGR of 7.7%. The market is growing at a significant CAGR owing to the adoption of fluorescence-based methods, offering enhanced sensitivity and specificity. Furthermore, the expanding focus on drug discovery, stem cell research, and regenerative medicine has amplified the demand for precise cell counting technologies across academic, clinical, and industrial settings.

"Consumables dominated the products segment"

Based on product the market is segmented into consumables and instruments. The consumables segment is further divided into media, sera & reagents, assay kits, microplates, accessories, and others. Instruments are further segmented into spectrophotometers, flow cytometers, hematology analyzers, cell counters, microscopes, and others. The launch of technologically advanced instruments is projecting the growth of the instruments segment. For instance, in September 2024, Logos Biosystems launched LUNA-III automated cell counter for bright field cell counting.

"Medical application segment is anticipated grow at great pace "

The application segment is divided into research applications, medical applications, and bioproduction and quality control. Research applications is further divided into cancer research, immunology research, neurology research, stem cell research and other research applications. Medical applications is further segmented into hematology & complete blood count (CBC), non-invasive prenatal diagnostics, in vitro fertilization, circulating tumor cell detection, and other medical applications. Research applications segment dominated the market. Medical applications segment growing at a significant CAGR owing the increasing use of cell counting technologies in clinical diagnostics, personalized medicine, and treatment monitoring.

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"Academic & Research Institute dominated the segment"

Based on the end users, the market is segmented into academic & research institutes, hospitals & diagnostics laboratories, pharmaceutical & biotechnology companies, and CROs & CDMOs. Academic & research institutes dominated the segment in 2023. Research institutions drive demand for reliable and accurate cell counting technologies to support a wide range of research applications. Extensive use of cell counting in laboratory settings, coupled with significant funding from both government and private sectors, further strengthens segments leadership in this market segment.

"North America: the largest share of the cell counting market"

The market is segmented by region into North America, Europe, Asia Pacific, Latin America, the Middle East, and Africa. North America dominated the cell counting market in 2023 and is estimated to continue dominance during the forecast period. US leads the North American market, driven by the significant investment in biotechnology, and the presence of leading academic and research institutions. The country's focus on innovative medical research, personalized healthcare, and precision medicine further bolsters its leadership in the market. European cell counting market is experiencing steady growth, supported by increasing research and development activities, especially in countries like Germany, the UK, and France.

In-depth interviews have been conducted with chief executive officers (CEOs), Directors, and other executives from various key organizations operating in the cell counting market.

The primary interviews conducted for this report can be categorized as follows:

-□By Respondent: Supply Side- 65% and Demand Side 35%

-□By Designation: Managers - 45%, CXO & Directors - 30%, and Executives - 25%

-□By Region: North America -40%, Europe -25%, Asia-Pacific -25%, Latin America -5% and Middle East & Africa- 5%

Danaher Corporation, Thermo Fisher Scientific Inc., Becton, Dickinson and Company, Merck KGAA, Bio-Rad Laboratories, Inc., are some of the major players operating in the cell counting market.

Research Coverage:

This research report categorizes the cell counting market report is segmented based on products (consumables {media, sera & reagents, assay kits, microplates, accessories, and others} instruments (spectrophotometers {single-mode readers and multi-mode readers}, flow cytometers, hematology analyzers {fully automated and semi-automated}, cell counters {by mode [automated and manual] and technique [Fluorescence-Based Cell Counters, Image-Based Cell Counters, Brightfield Cell Counters, and Other Cell Counters, microscopes, and others]. Applications ( research applications {cancer research, immunology research, neurology research, stem cell research and other research applications}, medical applications {hematology & complete blood count (CBC), non-invasive prenatal diagnostics, in vitro fertilization, circulating tumor cell detection, and other medical applications}, and bioproduction and quality control}), end users (academic & research institutes, hospitals & diagnostics laboratories, pharmaceutical & biotechnology companies and CROs & CDMOs).The scope of the report covers detailed information regarding the major factors, such as drivers, restraints, challenges, and opportunities, influencing the growth of the cell counting market. A detailed analysis of the key industry players has been done to provide insights into their business overview, products, key strategies, collaborations, partnerships, and agreements. New launches, collaborations and acquisitions, and recent developments associated with the cell counting market.

Key Benefits of Buying the Report:

The report will help market leaders/new entrants by providing them with the closest approximations of the revenue numbers for the cell counting and its subsegments. It will also help stakeholders better understand the competitive landscape and gain more insights to better position their business and make suitable go-to-market strategies. This report will enable stakeholders to understand the market's pulse and provide them with information on the key market drivers, restraints, opportunities, and challenges.

The report provides insights on the following pointers:

-□Analysis of key drivers (Technological Advancements, Increasing Research Activities, Expanding Applications in Diagnostics), restraints (High Initial Investment Costs), opportunities (Integration with Advanced Technologies, Personalized Medicine and Cell Therapy) and Challenges (Lack o Data Standardization) influencing the growth of the market.

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- Product Development/Innovation: Detailed insights on upcoming technologies in cell counting manufacturing, research and development activities, and new product launches in the cell counting market.
- Market Development: Comprehensive information about lucrative markets - the report analyses the market across varied regions.
- Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the cell counting market
- Competitive Assessment: In-depth assessment of market shares, growth strategies, and product & service offerings of leading players Danaher Corporation, Thermo Fisher Scientific Inc., Becton, Dickinson and Company, Merck KGAA and Bio-Rad Laboratories, Inc., among others.

**Table of Contents:**

- 1□INTRODUCTION□46
  - 1.1□STUDY OBJECTIVES□46
  - 1.2□MARKET DEFINITION□46
  - 1.3□STUDY SCOPE□47
    - 1.3.1□MARKETS COVERED□47
    - 1.3.2□REGIONAL SCOPE□48
    - 1.3.3□INCLUSIONS & EXCLUSIONS□48
    - 1.3.4□YEARS CONSIDERED□49
    - 1.3.5□CURRENCY CONSIDERED□49
  - 1.4□STAKEHOLDERS□49
  - 1.5□SUMMARY OF CHANGES□50
- 2□RESEARCH METHODOLOGY□51
  - 2.1□RESEARCH DATA□51
    - 2.1.1□SECONDARY RESEARCH□52
      - 2.1.2□PRIMARY RESEARCH□52
        - 2.1.2.1□Key industry insights□54
    - 2.2□MARKET SIZE ESTIMATION□54
      - 2.2.1□GLOBAL MARKET ESTIMATION□55
        - 2.2.1.1□Approach 1: Company revenue analysis (bottom-up approach)□55
        - 2.2.1.2□Approach 2: MNM repository analysis□56
        - 2.2.1.3□Approach 3: Primary interviews□56
      - 2.2.2□SEGMENTAL MARKET ESTIMATION□57
        - 2.2.2.1□Top-down approach□57
    - 2.3□MARKET GROWTH RATE PROJECTIONS□58
    - 2.4□DATA TRIANGULATION□60
    - 2.5□RESEARCH ASSUMPTIONS□61
    - 2.6□RESEARCH LIMITATIONS□62
    - 2.7□RISK ANALYSIS□62
  - 3□EXECUTIVE SUMMARY□63
  - 4□PREMIUM INSIGHTS□66
    - 4.1□CELL COUNTING MARKET OVERVIEW□66
    - 4.2□NORTH AMERICA: CELL COUNTING MARKET, BY APPLICATION AND COUNTRY, 2023□67
    - 4.3□CELL COUNTING MARKET, BY END USER, 2024 VS. 2029□67
    - 4.4□CELL COUNTING MARKET: GEOGRAPHIC GROWTH OPPORTUNITIES□68
- 5□MARKET OVERVIEW□69
  - 5.1□INTRODUCTION□69

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5.2	MARKET DYNAMICS	69
5.2.1	DRIVERS	70
5.2.1.1	Technological advancements	70
5.2.1.2	Expanding applications in research and diagnostics	71
5.2.1.3	Rise in personalized medicine	71
5.2.2	RESTRAINTS	72
5.2.2.1	High cost of advanced systems	72
5.2.3	OPPORTUNITIES	72
5.2.3.1	Advancements in stem cell research	72
5.2.3.2	Rising demand for point-of-care diagnostics	72
5.2.4	CHALLENGES	73
5.2.4.1	Regulatory and compliance challenges	73
5.3	TRENDS/DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES	73
5.4	PRICING ANALYSIS	74
5.4.1	AVERAGE SELLING PRICE TREND, BY KEY PLAYER	74
5.4.2	AVERAGE SELLING PRICE TREND, BY REGION	76
5.5	SUPPLY CHAIN ANALYSIS	78
5.6	VALUE CHAIN ANALYSIS	79
5.7	ECOSYSTEM ANALYSIS	82
5.7.1	CELL COUNTING MARKET: RAW MATERIAL PROVIDERS	82
5.7.2	CELL COUNTING MARKET: PRODUCT MANUFACTURERS/PROVIDERS	83
5.7.3	CELL COUNTING MARKET: END USERS	83
5.7.4	CELL COUNTING MARKET: REGULATORY BODIES	84
5.8	INVESTMENT & FUNDING SCENARIO	84
5.9	TECHNOLOGY ANALYSIS	85
5.9.1	KEY TECHNOLOGIES	85
5.9.1.1	Automated cell counting	85
5.9.1.2	Flow cytometry	85
5.9.1.3	Image-based cell counting	86
5.9.2	COMPLEMENTARY TECHNOLOGIES	86
5.9.2.1	Cell culture	86
5.9.2.2	Centrifugation	86
5.9.2.3	Cell viability testing	86
5.9.3	ADJACENT TECHNOLOGIES	87
5.9.3.1	Genomic sequencing	87
5.9.3.2	Polymerase chain reaction (PCR)	87
5.9.3.3	Tissue engineering	87
	?	
5.10	PATENT ANALYSIS	88
5.11	TRADE ANALYSIS	90
5.11.1	TRADE DATA FOR FLOW CYTOMETERS	90
5.11.1.1	Import data for flow cytometers	90
5.11.1.2	Export data for flow cytometers	92
5.12	KEY CONFERENCES & EVENTS, 2025-2026	93
5.13	REGULATORY LANDSCAPE	94
5.13.1	REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS	94
5.13.2	REGULATORY FRAMEWORK	96

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5.13.2.1	North America	96
5.13.2.2	Europe	96
5.13.2.3	Asia Pacific	97
5.14	PORTER'S FIVE FORCES ANALYSIS	97
5.14.1	THREAT OF NEW ENTRANTS	98
5.14.2	BARGAINING POWER OF SUPPLIERS	98
5.14.3	BARGAINING POWER OF BUYERS	99
5.14.4	THREAT OF SUBSTITUTES	99
5.14.5	INTENSITY OF COMPETITIVE RIVALRY	99
5.15	KEY STAKEHOLDERS & BUYING CRITERIA	99
5.15.1	KEY STAKEHOLDERS IN BUYING PROCESS	100
5.15.2	BUYING CRITERIA	101
5.16	IMPACT OF AI/GENERATIVE AI ON CELL COUNTING MARKET	102
5.16.1	INTRODUCTION	102
5.16.2	IMPACT OF AI ON CELL COUNTING ECOSYSTEM	103
5.16.3	FUTURE OF GENERATIVE AI IN CELL COUNTING ECOSYSTEM	104
6	CELL COUNTING MARKET, BY PRODUCT	105
6.1	INTRODUCTION	106
6.2	CONSUMABLES	106
6.2.1	MEDIA, SERA, AND REAGENTS	110
6.2.1.1	Rising demand for buffers & solvents in research & diagnostics to drive market	110
6.2.2	ASSAY KITS	113
6.2.2.1	Cell viability assays	116
6.2.2.1.1	Critical evaluation of cytotoxicity to drive segment growth	116
6.2.2.2	Cell staining assays	119
6.2.2.2.1	Advancements in imaging systems and flow cytometry to boost demand	119
6.2.2.3	Cytotoxicity assays	122
6.2.2.3.1	Provision of insights into cell viability & membrane integrity to fuel uptake	122
6.2.2.4	Calorimetric assays	125
6.2.2.4.1	Assessment of biochemical reactions to drive segment growth	125
6.2.2.5	Other assays	128
6.2.3	MICROPLATES	131
6.2.3.1	Rising utilization in high-throughput research to drive market	131
6.2.4	ACCESSORIES	134
6.2.4.1	Increasing demand for essential components like sensors & electrical accessories to support market growth	134
6.2.5	OTHER CONSUMABLES	137
6.3	INSTRUMENTS	139
6.3.1	SPECTROPHOTOMETERS	142
6.3.1.1	Single-mode readers	145
6.3.1.1.1	Wide utilization across research & industrial labs to boost demand	145
6.3.1.2	Multi-mode readers	148
6.3.1.2.1	Advanced data visualization software to support segment growth	148
6.3.2	FLOW CYTOMETERS	151
6.3.2.1	Wide uptake in clinical & research applications to propel market	151
6.3.3	HEMATOLOGY ANALYZERS	153
6.3.3.1	Fully automated Analyzers	156

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6.3.3.1.1	High yield with minimal manual intervention to drive segment growth	156
6.3.3.2	Semi-automated Analyzers	159
6.3.3.2.1	Cost-efficiency and compact size to fuel uptake	159
6.3.4	CELL COUNTERS	162
6.3.4.1	Cell Counters, by mode	164
6.3.4.1.1	Automated cell counters	165
6.3.4.1.1.1	Reliable and rapid results to boost demand	165
6.3.4.1.2	Manual cell counters	168
6.3.4.1.2.1	High accuracy to support segment growth	168
6.3.4.2	Cell Counters, by technique	170
6.3.4.2.1	Fluorescence-based cell counters	171
6.3.4.2.1.1	Precise quantification of cell populations to drive segment growth	171
6.3.4.2.2	Image-based cell counters	174
6.3.4.2.2.1	Integration of image-based systems into laboratory workflows to fuel uptake	174
6.3.4.2.3	Brightfield cell counters	177
6.3.4.2.3.1	Increasing demand for efficient and cost-effective cell counting solutions to boost demand	177
6.3.4.2.4	Other cell counters	179
?		
6.3.5	MICROSCOPES	182
6.3.5.1	Advancements in cell-based therapies to drive market	182
6.3.6	OTHER INSTRUMENTS	185
7	CELL COUNTING MARKET, BY APPLICATION	188
7.1	INTRODUCTION	189
7.2	RESEARCH APPLICATIONS	189
7.2.1	CANCER RESEARCH	193
7.2.1.1	Rising prevalence of cancer and growing focus on early detection to drive market	193
7.2.2	IMMUNOLOGY RESEARCH	197
7.2.2.1	Rising prevalence of autoimmune diseases to fuel market	197
7.2.3	NEUROLOGY RESEARCH	199
7.2.3.1	Rising incidence of neurological disorders to propel market	199
7.2.4	STEM CELL RESEARCH	202
7.2.4.1	Favorable R&D investments to boost demand	202
7.2.5	OTHER RESEARCH APPLICATIONS	205
7.3	MEDICAL APPLICATIONS	208
7.3.1	HEMATOLOGY & COMPLETE BLOOD COUNT	211
7.3.1.1	Uptake of hematology analyzers in diagnosis of anemia & leukemia to drive market	211
7.3.2	NON-INVASIVE PRENATAL DIAGNOSTICS	214
7.3.2.1	Provision of critical insights into fetal health to support market growth	214
7.3.3	IN VITRO FERTILIZATION	217
7.3.3.1	Increasing prevalence of infertility and advancements in assisted reproductive technologies to drive market	217
7.3.4	CIRCULATING TUMOR CELL DETECTION	219
7.3.4.1	Growing focus on precision oncology and liquid biopsies to fuel market	219
7.3.5	OTHER MEDICAL APPLICATIONS	222
7.4	OTHER INDUSTRIAL APPLICATIONS	225
8	CELL COUNTING MARKET, BY END USER	228
8.1	INTRODUCTION	229
8.2	ACADEMIC & RESEARCH INSTITUTES	229

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- 8.2.1 ADVANCEMENTS IN STEM CELL RESEARCH AND GROWING FOCUS ON LIFE SCIENCES TO PROPEL MARKET 229
- 8.3 HOSPITALS & DIAGNOSTIC LABORATORIES 233
- 8.3.1 RISING PREVALENCE OF CHRONIC & INFECTIOUS DISEASES TO DRIVE MARKET 233
- 8.4 PHARMACEUTICAL & BIOTECHNOLOGY COMPANIES 236
- 8.4.1 EXPANDING PIPELINE OF BIOLOGICS TO FUEL MARKET 236
- 8.5 OTHER END USERS 239
- 9 CELL COUNTING MARKET, BY REGION 242
- 9.1 INTRODUCTION 243
- 9.2 NORTH AMERICA 243
- 9.2.1 MACROECONOMIC OUTLOOK FOR NORTH AMERICA 244
- 9.2.2 US 250
- 9.2.2.1 US to dominate North American cell counting market during study period 250
- 9.2.3 CANADA 255
- 9.2.3.1 Rising demand for advanced research tools in biopharmaceutical and academic research to drive market 255
- 9.3 EUROPE 260
- 9.3.1 MACROECONOMIC OUTLOOK FOR EUROPE 260
- 9.3.2 GERMANY 266
- 9.3.2.1 Robust biopharma manufacturing and substantial federal R&D investments to aid market growth 266
- 9.3.3 UK 271
- 9.3.3.1 Favorable government funding for pharmaceutical & biotechnology research to support market growth 271
- 9.3.4 FRANCE 276
- 9.3.4.1 Favorable government initiatives and increased investments by foreign pharmaceutical companies to aid market growth 276
- 9.3.5 ITALY 281
- 9.3.5.1 Advanced life science research biomanufacturing facilities to augment market growth 281
- 9.3.6 SPAIN 286
- 9.3.6.1 Emphasis on biopharmaceutical innovation and cancer research to stimulate market growth 286
- 9.3.7 REST OF EUROPE 291
- 9.4 ASIA PACIFIC 296
- 9.4.1 MACROECONOMIC OUTLOOK FOR ASIA PACIFIC 296
- 9.4.2 CHINA 303
- 9.4.2.1 Growing prominence in clinical trials and biologics production to fuel market growth 303
- 9.4.3 JAPAN 308
- 9.4.3.1 High availability of funding and technological expertise to support market growth 308
- 9.4.4 INDIA 313
- 9.4.4.1 Favorable FDI regulations in pharmaceutical industry to boost market growth 313
- 9.4.5 SOUTH KOREA 318
- 9.4.5.1 Increasing healthcare expenditure and rising government R&D budget to fuel uptake 318
- 9.4.6 AUSTRALIA 323
- 9.4.6.1 Focus on translational research and clinical trials in cancer therapies and regenerative medicines to drive market 323
- 9.4.7 REST OF ASIA PACIFIC 328
- 9.5 LATIN AMERICA 333
- 9.5.1 MACROECONOMIC OUTLOOK FOR LATIN AMERICA 334
- 9.5.2 BRAZIL 339
- 9.5.2.1 Robust healthcare infrastructure and high prevalence of chronic diseases to propel demand for cell-counting technologies 339
- 9.5.3 MEXICO 343

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9.5.3.1	Burgeoning pharmaceutical industry and increased collaborations among industry leaders to propel market growth	343
9.5.4	REST OF LATIN AMERICA	348
9.6	MIDDLE EAST	353
9.6.1	MACROECONOMIC OUTLOOK FOR MIDDLE EAST	353
9.6.2	GCC COUNTRIES	359
9.6.2.1	Saudi Arabia	364
9.6.2.1.1	Growing focus on public-private partnerships and rising investments in healthcare modernization to drive market	364
9.6.2.2	UAE	370
9.6.2.2.1	World-class healthcare infrastructure to drive adoption of cell counting technologies	370
9.6.2.3	Rest of GCC Countries	375
9.6.3	REST OF MIDDLE EAST	380
9.7	AFRICA	386
9.7.1	HIGH GOVERNMENT HEALTHCARE BUDGET AND INCREASED POPULARITY AS BIOTECH HUB TO SUPPORT MARKET GROWTH	386
9.7.2	MACROECONOMIC OUTLOOK FOR AFRICA	386
10	COMPETITIVE LANDSCAPE	392
10.1	OVERVIEW	392
10.2	KEY PLAYER STRATEGIES/RIGHT TO WIN, 2021-2025	392
10.2.1	OVERVIEW OF STRATEGIES ADOPTED BY PLAYERS IN CELL COUNTING MARKET	393
10.3	REVENUE ANALYSIS, 2019-2023	394
10.4	MARKET SHARE ANALYSIS, 2023	395
10.5	COMPANY VALUATION AND FINANCIAL METRICS	397
10.5.1	COMPANY VALUATION	397
10.5.2	FINANCIAL METRICS	398
10.6	BRAND/PRODUCT COMPARISON	399
10.7	COMPANY EVALUATION MATRIX: KEY PLAYERS, 2023	400
10.7.1	STARS	400
10.7.2	EMERGING LEADERS	400
10.7.3	PERVASIVE PLAYERS	400
10.7.4	PARTICIPANTS	400
	?	
10.7.5	COMPANY FOOTPRINT: KEY PLAYERS, 2023	402
10.7.5.1	Company footprint	402
10.7.5.2	Region footprint	403
10.7.5.3	Product footprint	404
10.7.5.4	Application footprint	405
10.8	COMPANY EVALUATION MATRIX: STARTUPS/SMES, 2023	406
10.8.1	PROGRESSIVE COMPANIES	406
10.8.2	RESPONSIVE COMPANIES	406
10.8.3	DYNAMIC COMPANIES	406
10.8.4	STARTING BLOCKS	406
10.8.5	COMPETITIVE BENCHMARKING: STARTUPS/SMES, 2023	408
10.8.5.1	Detailed list of key startups/SMEs	408
10.8.5.2	Competitive benchmarking of startups/SMEs	409
10.9	COMPETITIVE SCENARIO	410
10.9.1	PRODUCT LAUNCHES	410
10.9.2	DEALS	411

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- 10.9.3 EXPANSIONS 412
- 11 COMPANY PROFILES 413
  - 11.1 KEY PLAYERS 413
    - 11.1.1 DANAHER CORPORATION 413
      - 11.1.1.1 Business overview 413
      - 11.1.1.2 Products offered 415
      - 11.1.1.3 Recent developments 419
        - 11.1.1.3.1 Product launches 419
        - 11.1.1.3.2 Deals 419
      - 11.1.1.4 MnM view 419
        - 11.1.1.4.1 Key strengths 419
        - 11.1.1.4.2 Strategic choices 420
        - 11.1.1.4.3 Weaknesses and competitive threats 420
    - 11.1.2 THERMO FISHER SCIENTIFIC INC. 421
      - 11.1.2.1 Business overview 421
      - 11.1.2.2 Products offered 423
      - 11.1.2.3 Recent developments 425
        - 11.1.2.3.1 Deals 425
      - 11.1.2.4 MnM view 425
        - 11.1.2.4.1 Key strengths 425
        - 11.1.2.4.2 Strategic choices 426
        - 11.1.2.4.3 Weaknesses and competitive threats 426
    - 11.1.3 AGILENT TECHNOLOGIES, INC. 427
      - 11.1.3.1 Business overview 427
      - 11.1.3.2 Products offered 429
      - 11.1.3.3 Recent developments 433
        - 11.1.3.3.1 Expansions 433
      - 11.1.3.4 MnM view 434
        - 11.1.3.4.1 Key strengths 434
        - 11.1.3.4.2 Strategic choices 434
        - 11.1.3.4.3 Weaknesses and competitive threats 434
    - 11.1.4 BD 435
      - 11.1.4.1 Business overview 435
      - 11.1.4.2 Products offered 437
      - 11.1.4.3 Recent developments 440
        - 11.1.4.3.1 Product launches 440
      - 11.1.4.4 MnM view 441
        - 11.1.4.4.1 Key strengths 441
        - 11.1.4.4.2 Strategic choices 441
        - 11.1.4.4.3 Weaknesses and competitive threats 441
    - 11.1.5 ABBOTT LABORATORIES 442
      - 11.1.5.1 Business overview 442
      - 11.1.5.2 Products offered 444
      - 11.1.5.3 MnM view 444
        - 11.1.5.3.1 Key strengths 444
        - 11.1.5.3.2 Strategic choices 444

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11.1.5.3.3 Weaknesses and competitive threats 445

11.1.6 MERCK KGAA 446

11.1.6.1 Business overview 446

11.1.6.2 Products offered 448

11.1.6.3 Recent developments 450

11.1.6.3.1 Deals 450

11.1.6.3.2 Expansions 450

11.1.7 REVVITY 451

11.1.7.1 Business overview 451

11.1.7.2 Products offered 453

11.1.7.3 Recent developments 456

11.1.7.3.1 Product launches 456

11.1.7.3.2 Deals 456

11.1.8 BIO-RAD LABORATORIES, INC. 457

11.1.8.1 Business overview 457

11.1.8.2 Products offered 459

?

11.1.9 CORNING INCORPORATED 463

11.1.9.1 Business overview 463

11.1.9.2 Products offered 465

11.1.10 TECAN TRADING AG 467

11.1.10.1 Business overview 467

11.1.10.2 Products offered 469

11.1.11 BOULE 470

11.1.11.1 Business overview 470

11.1.11.2 Products offered 472

11.1.11.3 Recent developments 473

11.1.11.3.1 Deals 473

11.1.12 HORIBA 474

11.1.12.1 Business overview 474

11.1.12.2 Products offered 476

11.1.12.3 Recent developments 477

11.1.12.3.1 Product launches 477

11.1.13 SIEMENS HEALTHINEERS AG 478

11.1.13.1 Business overview 478

11.1.13.2 Products offered 480

11.1.13.3 Recent developments 481

11.1.13.3.1 Product launches 481

11.1.14 EVIDENT 482

11.1.14.1 Business overview 482

11.1.14.2 Products offered 482

11.1.14.3 Recent developments 484

11.1.14.3.1 Product launches 484

11.1.14.3.2 Deals 484

11.1.14.3.3 Expansions 484

11.1.15 F. HOFFMANN-LA ROCHE LTD 485

11.1.15.1 Business overview 485

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- 11.1.15.2 Products offered 487
- 11.1.16 SYSMEX CORPORATION 488
  - 11.1.16.1 Business overview 488
  - 11.1.16.2 Products offered 489
  - 11.1.16.3 Recent developments 491
    - 11.1.16.3.1 Product launches 491
    - 11.1.16.3.2 Deals 492
- 11.2 OTHER PLAYERS 493
  - 11.2.1 CYTEK BIOSCIENCES 493
  - 11.2.2 TIP BIOSYSTEMS 494
  - 11.2.3 ALIGNED GENETICS 495
  - 11.2.4 YOKOGAWA ELECTRIC CORPORATION 496
  - 11.2.5 COLE-PARMER INSTRUMENT COMPANY, LLC 497
  - 11.2.6 MILTENYI BIOTEC 498
  - 11.2.7 LONZA 499
  - 11.2.8 BIOLINE TECHNOLOGIES 500
  - 11.2.9 NIKON CORPORATION 501
  - 11.2.10 AXON BIOSYSTEMS, INC. 502
  - 11.2.11 CREATIVE BIOARRAY 503
- 12 APPENDIX 504
  - 12.1 DISCUSSION GUIDE 504
  - 12.2 KNOWLEDGESTORE: MARKETSDMARKETS' SUBSCRIPTION PORTAL 508
  - 12.3 CUSTOMIZATION OPTIONS 510
  - 12.4 RELATED REPORTS 510
  - 12.5 AUTHOR DETAILS 511

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