

Cell Based Assays Market by Offering (Consumables (Reagents, Assay Kits, Cell Lines, Microplates, Probes, Labels), Instruments & Software), Technology (Flow Cytometry, HTS), Application (Drug Discovery (Toxicity, PK/PD Studies)) - Global Forecast to 2030

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Report description:

The cell-based assays market is projected to reach USD 27.55 billion by 2030 from an estimated USD 17.84 billion in 2025, at a CAGR of 9.1% during the forecast period from 2025 to 2030. This growth can be largely attributed to the increasing demand for drug discovery and the rising need for cell-based assays in this area. Furthermore, higher research & development investments from the pharmaceutical and biotechnology industries are driving the growth of the cell-based assays market. Additionally, the growing incidence of cancer is increasing the demand for advanced therapies, which further boosts market expansion. The expanding applications of cell-based assays in chronic diseases and personalized medicine are also expected to propel market growth in the coming years.

"The drug discovery segment accounted for the largest share of the application segment in 2024."

The cell-based assays market is segmented by application into drug discovery, basic research, genetic studies, and other applications. The drug discovery segment is further categorized into toxicity, pharmacokinetic, and pharmacodynamic studies. In 2024, the drug discovery segment accounted for the largest share of the global cell-based assays market. The increasing prevalence of cancer is driving the demand for advanced therapies, which, in turn, promotes the growth of this segment within the cell-based assays market. Additionally, rising investments in research and development, the introduction of new drugs, and a growing number of contract research organizations offering drug discovery services to pharmaceutical and biotechnology companies are also expected to contribute to the segment's continued growth in the cell-based assays market.

"The flow cytometry segment accounted for a major share of the technology market in 2024."

The cell-based assays market is categorized by technology into flow cytometry, high-throughput screening, label-free detection,

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and other technologies. In 2024, flow cytometry held the largest share of the global cell-based assays market within this category. The growth of the flow cytometry segment is primarily due to its widespread use in cell-based assays, allowing for multiple measurements. Additionally, the increasing adoption of advanced technologies for cell analysis and characterization is expected to further enhance the growth of this segment in the cell-based assays market.

"The US dominated the cell-based assays market in 2024."

The cell-based assays market is divided into six major regions: North America, Europe, Asia Pacific, Latin America, the Middle East, and Africa. In 2024, the US dominated the cell-based assays market in North America. As the largest biopharmaceutical market in the world, the US leads in biopharmaceutical research and investments. The country also boasts a robust healthcare infrastructure that supports research and development in the life sciences sector.

Additionally, the significant presence of numerous biopharmaceutical companies and increased research activities in the biotechnology industry are driving market growth in the US. Furthermore, the rising emphasis on developing advanced cell-based therapies, prompted by the increasing incidence of cancer, contributes to the growth of the cell-based assays market.

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

- By Respondent: Supply Side (60%) and Demand Side (40%)
- By Designation: Managers (45%), CXOs & Directors (30%), and Executives (25%)
- By Region: North America (40%), Europe (25%), Asia Pacific (25%), Latin America (5%), and the Middle East & Africa (5%)

List of Companies Profiled in the Report:

- BD (US)
- Thermo Fisher Scientific Inc. (US)
- Danaher Corporation (US)
- Merck KGaA (Germany)
- Agilent Technologies, Inc. (US)
- Lonza (Switzerland)
- Charles River Laboratories (US)
- Bio-Rad Laboratories, Inc. (US)
- REVVITY (US)
- Sartorius AG (Germany)
- Corning Incorporated (US)
- Promega Corporation (US)
- Cell Signaling Technology, Inc. (US)
- Eurofins Scientific (Luxembourg)
- Enzo Biochem, Inc. (US)
- Carna Biosciences, Inc. (Japan)
- Intertek Group Plc (UK)
- BICO (Sweden)
- Cell Biolabs, Inc. (US)
- Reaction Biology (US)
- AAT Bioquest, Inc. (US)
- Pestka Biomedical Laboratories, Inc. (US)
- Neuromics (US)
- BPS Bioscience, Inc. (US)
- BellBrook Labs (US)
- Profacgen (US)
- BMG LABTECH (Germany)

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-□Hanugen Therapeutics (India)

-□Altogen Labs (US)

-□BioAgilytix (US)

Research Coverage:

This research report categorizes the cell-based assays market by offering {consumables [reagents, assay kits (reporter gene assays, cell growth assays, secondary messenger assays, cell death assays, and other assay kits), microplates, cell lines (immortalized cell lines, primary cell lines, and stem cell lines), probes & labels, and other consumables], instruments, software, and services}, technology (flow cytometry, high-throughput screening, label-free detection, and other technologies), application [drug discovery (toxicology, pharmacodynamics, and pharmacokinetics), basic research, genetic studies, and other applications], end user (pharmaceutical & biopharmaceutical companies, contract research organizations (CROs), and academic & research institutes), and region (North America, Europe, Asia Pacific, Latin America, the Middle East, and Africa). 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-based assays market. A comprehensive analysis of the key players in the industry has been conducted to offer insights into their business overviews, products, key strategies, collaborations, partnerships, and agreements. This analysis also includes information about new product launches, collaborations, acquisitions, and recent developments related to the cell-based assays market.

Key Benefits of Buying the Report:

The report will help market leaders/new entrants by providing the closest approximations of the revenue numbers for the overall cell-based assays market and its subsegments. It will also help stakeholders better understand the competitive landscape and gain more insights to position their business better 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 (rising demand for drug discovery & development and increasing preference for cell-based assays in drug discovery, a surge in cases of cancer, and increasing R&D investments and funding for cell-based research), restraints (high cost of instruments and restrictions imposed by product end-user licenses for reagents), opportunities (growing applications of cell-based assays in chronic diseases and personalized medicine), and Challenges (complexities in assay designs) influencing the growth of the market.

-□Product Development/Innovation: Detailed insights on newly launched products of the cell-based assays market.

-□Market Development: Comprehensive information about lucrative markets; the report analyzes the market across varied regions.

-□Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the cell-based assays market.

-□Competitive Assessment: BD (US), Thermo Fisher Scientific Inc. (US), Danaher Corporation (US), Merck KGaA (Germany), Agilent Technologies, Inc. (US), Lonza (Switzerland), Charles River Laboratories (US), Bio-Rad Laboratories, Inc. (US), REVVITY (US), Sartorius AG (Germany), Corning Incorporated (US), Promega Corporation (US), Cell Signaling Technology, Inc. (US), Eurofins Scientific (Luxembourg), Enzo Biochem, Inc. (US), Carna Biosciences, Inc. (Japan), Intertek Group Plc (UK), BICO (Sweden), Cell Biolabs, Inc. (US), Reaction Biology (US), AAT Bioquest, Inc. (US), Pestka Biomedical Laboratories, Inc. (US), Neuromics (US), BPS Bioscience, Inc. (US), BellBrook Labs (US), Profacgen (US), BMG LABTECH (Germany), Hanugen Therapeutics (India), Altogen Labs (US), and BioAgilytix (US).

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