

## APAC market to offer huge opportunities in Cell Analysis

15 March 2016 | Features | By BioSpectrum Bureau

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Cell analysis plays a major role in gene identification, protein identification, transcription analysis and epigenomics at cellular level.

It proves to be an ultra-sensitive device to elucidate specific molecular processes and pathways and reveal the nature of cell heterogeneity.

Hospitals, academic institutions, government bodies, as well as pharmaceutical and biotechnology firms are increasing their focus on application of cell analysis as a modern emerging tool in research, drug discovery and diagnosis.

The cell analysis techniques global market is segmented into molecular approaches, image-based approaches and others.

The molecular approaches include the PCR, NGS and Microfluidics, cell isolation & separation techniques performed at cells genomic level, whereas the image-based approaches include microscopes, FISH, FRAP, tracking, high content screening (HCS), cytometry techniques etc.

The cell analysis products market is mainly segmented into consumables and instruments.

The consumables include reagents, assay plates and microplates whereas the instrument segment comprises of microscopes, flow cytometers, spectrophotometer, quantitative polymerase chain reaction (QPCR), microfluidic devices, cell counters, high content screening (HCS) systems and cell microarrays.

The APAC regions tend to be an emerging market with an opportunity for growth, and are likely to be a destination of investment for new investors in the cell analysis market.

According to a Research and Markets report, the cell analysis market is expected to grow at a rate of 9.6% by 2020.

The major factor influencing the growth is enhanced precision of cell imaging and analysis systems which in turn reduce time and cost of drug discovery process.

In addition, the factors like increasing incidence of cancer, increasing government investments, funds and grants, availability of reagents and cell analysis instruments are driving the growth of the market.

However, the major market restraints include high capital investments and shortage of skilled labor for high content screening procedure.

The biggest opportunities for this market is the emerging APAC market, high content screening services provided by contract research organizations, automation in cancer research for its early diagnosis and reduction of cost in the cancer treatment.

The global cell analysis market is a competitive market and all the active players in this market are involved in innovating new and advanced products to maintain their market shares.

The key players in the global cell analysis market include Agilent Technologies (US), Becton Dickinson and Company (US), Bio-Rad Laboratories (US), Danaher Corporation (US), GE Healthcare (UK), Merck KGAA (Germany), Olympus Corporation (Japan), PerkinElmer (US), Promega Corporation (US), Qiagen NV (Netherlands), Sigma-Aldrich Corporation (US) and Thermo Fisher Scientific (US).

In order to offer the products with better software, most of the players in the cell analysis market are collaborating with companies and educational institutions.