

# Cell Viability Assays Market 2026

<https://marketpublishers.com/r/CD68E38A9763EN.html>

Date: November 2025

Pages: 220

Price: US\$ 2,999.00 (Single User License)

ID: CD68E38A9763EN

## Abstracts

The Cell Viability Assays Market was valued at in and is anticipated to reach by , at a CAGR of 0.14 from 2026 to 2032.

The report delivers in-depth insights into key market dynamics, including regional growth trends, market segmentation, CAGR projections, and the revenue performance of leading industry players. It also highlights major growth drivers shaping the market landscape. Designed to provide a clear and comprehensive perspective, the report offers a detailed view of the current market size in terms of both value and volume, along with emerging opportunities and the overall development outlook of the Cell Viability Assays Market.

This report delivers a comprehensive overview of the Cell Viability Assays Market, with both quantitative and qualitative analyses, to help readers develop growth strategies, assess the competitive landscape, evaluate their position in the current market, and make informed business decisions regarding Cell Viability Assays Market. The Cell Viability Assays Market size, estimates, and forecasts are provided in terms of output/shipments (K MT) and revenue (US\$ millions), with 2025 as the base year and historical and forecast data for –.

Cell Viability Assays Market Scope:

By Product

Consumables

Tetrazolium Reduction Assay Kits

Resazurin Cell Viability Assay Kits

Calcein-AM Cell Viability Assay Kits

Microplates

Spectrophotometers

Flow Cytometers

Automated Cell Counters

Cell Imaging & Analysis Systems

#### By Cell Type

Human Cell

Microbial Cells

Animal Cells

#### By Application

Stem Cell Research

Drug Discovery and Development

Basic Research

Others

#### By End user

Hospital and Diagnostic Laboratories

Pharmaceutical and Biotechnology Companies

Academic and Research Institutes

Others

## Key Players

Thermo Fischer Scientific Inc.

Merck KGaA

Bio-Rad Laboratories

Becton Dickinson & Company

Abcam PLC

Tip Biosystems Pte Ltd

ACROBiosystems

Biotek Instruments

Perkinelmer

Promega Corporation(LIST NOT EXHAUSTIVE)

## Major Highlights

This report delivers a comprehensive overview of the Cell Viability Assays Market, with both quantitative and qualitative analyses, to help readers develop growth strategies, assess the competitive landscape, evaluate their position in the current market, and make informed business decisions regarding Cell Viability Assays Market. The Cell Viability Assays Market size, estimates, and forecasts are provided in terms of output/shipments (K Sqm) and revenue (US\$ millions), with 2025 as the base year and historical and forecast data for –.

This report will assist keyword manufacturers, new entrants, and companies across the industry value chain with information on revenues, production, and average prices for the overall market and its sub-segments, by company, by Type, by Application, and by region.

#### Regional Analysis:

North America (U.S., Canada, Mexico)

Europe (U.K., Italy, Germany, Russia, France, Spain, The Netherlands and Rest of Europe)

Asia-Pacific (India, Japan, China, South Korea, Australia, Indonesia Rest of Asia Pacific)

South America (Colombia, Brazil, Argentina, Rest of South America)

Middle East & Africa (Saudi Arabia, U.A.E., South Africa, Rest of Middle East & Africa)

#### Partner Identification

Increase Your Customer Base by 3X using our Partner Identification tool

Uncover strategic collaboration opportunities with DataM vetted partners aligned to your ecosystem.

Identify high potential M&A targets based on synergies, market positioning and growth trajectory.

Prioritize partners by strategic fit rather than general capability.

#### Why Choose DataM?

Data-Driven Insights: Dive into detailed analyses with granular insights such as pricing, market shares and value chain evaluations, enriched by interviews with industry leaders and disruptors.

**Post-Purchase Support and Expert Analyst Consultations:** As a valued client, gain direct access to our expert analysts for personalized advice and strategic guidance, tailored to your specific needs and challenges.

**White Papers and Case Studies:** Benefit quarterly from our in-depth studies related to your purchased titles, tailored to refine your operational and marketing strategies for maximum impact.

**Annual Updates on Purchased Reports:** As an existing customer, enjoy the privilege of annual updates to your reports, ensuring you stay abreast of the latest market insights and technological advancements. Terms and conditions apply.

**Specialized Focus on Emerging Markets:** DataM differentiates itself by delivering in-depth, specialized insights specifically for emerging markets, rather than offering generalized geographic overviews. This approach equips our clients with a nuanced understanding and actionable intelligence that are essential for navigating and succeeding in high-growth regions.

**Value of DataM Reports:** Our reports offer specialized insights tailored to the latest trends and specific business inquiries. This personalized approach provides a deeper, strategic perspective, ensuring you receive the precise information necessary to make informed decisions. These insights complement and go beyond what is typically available in generic databases.

## Target Audience 2026

Manufacturers/ Buyers

Industry Investors/Investment Bankers

Research Professionals

Emerging Companies

## Contents

### **1. METHODOLOGY AND SCOPE**

- 1.1. Research Methodology
- 1.2. Research Objective and Scope of the Report

### **2. MARKET DEFINITION AND OVERVIEW**

### **3. EXECUTIVE SUMMARY**

- 3.1. Market Snippet by Product
- 3.2. Market Snippet by Cell Type
- 3.3. Market Snippet by Application
- 3.4. Market Snippet by End User
- 3.5. Market Snippet by Region

### **4. MARKET DYNAMICS**

#### 4.1. Market Impacting Factors

##### 4.1.1. Drivers

4.1.1.1. The Novel approaches for cytotoxicity assessment are expected to drive market growth.

##### 4.1.2. Restraints:

4.1.2.1. The high cost of instruments for cell is expected to hamper the market growth in the forecast period.

##### 4.1.3. Opportunity

##### 4.1.4. Impact Analysis

### **5. INDUSTRY ANALYSIS**

- 5.1. Supply Chain Analysis
- 5.2. Pricing Analysis
- 5.3. Unmet Needs

### **6. COVID-19 ANALYSIS**

#### 6.1. Analysis of Covid-19 on the Market

- 6.1.1. Before COVID-19 Market Scenario

- 6.1.2. Present COVID-19 Market Scenario
- 6.1.3. After COVID-19 or Future Scenario
- 6.2. Pricing Dynamics Amid Covid-19
- 6.3. Demand-Supply Spectrum
- 6.4. Government Initiatives Related to the Market During Pandemic
- 6.5. Manufacturers Strategic Initiatives
- 6.6. Conclusion

## **7. BY PRODUCT**

- 7.1. Introduction
  - 7.1.1. Market Size Analysis, and Y-o-Y Growth Analysis (%), By Product
  - 7.1.2. Market Attractiveness Index, By Product Segment
- 7.2. Consumables\*
  - 7.2.1. Reagents
  - 7.2.2. Assay Kits
- 7.3. Tetrazolium Reduction Assay Kits
- 7.4. Resazurin Cell Viability Assay Kits
- 7.5. Calcein-AM Cell Viability Assay Kits
  - 7.5.1. Others
- 7.6. Microplates
  - 7.6.1. Introduction
  - 7.6.2. Market Size Analysis, US\$ Million, 2020-2029 and Y-o-Y Growth Analysis (%), 2021-2029
  - 7.6.3. Instruments
- 7.7. Spectrophotometers
- 7.8. Flow Cytometers
- 7.9. Automated Cell Counters
- 7.10. Cell Imaging & Analysis Systems

## **8. BY CELL TYPE**

- 8.1. Introduction
  - 8.1.1. Market Size Analysis, and Y-o-Y Growth Analysis (%), By Cell Type
  - 8.1.2. Market Attractiveness Index, By Cell Type Segment
- 8.2. Human Cell\*
  - 8.2.1. Introduction
  - 8.2.2. Market Size Analysis, US\$ Million, 2020-2029 and Y-o-Y Growth Analysis (%), 2021-2029

8.3. Microbial Cells

8.4. Animal Cells

## **9. BY APPLICATION**

9.1. Introduction

9.1.1. Market Size Analysis, and Y-o-Y Growth Analysis (%), By Application

9.1.2. Market Attractiveness Index, By Application Segment

9.2. Stem Cell Research\*

9.2.1. Introduction

9.2.2. Market Size Analysis, US\$ Million, 2020-2029 and Y-o-Y Growth Analysis (%), 2021-2029

9.3. Drug Discovery and Development

9.4. Basic Research

9.5. Others

## **10. BY END USER**

10.1. Introduction

10.1.1. Market Size Analysis, and Y-o-Y Growth Analysis (%), By End user

10.1.2. Market Attractiveness Index, By End user Segment

10.2. Hospital and Diagnostic Laboratories\*

10.2.1. Introduction

10.2.2. Market Size Analysis, US\$ Million, 2020-2029 and Y-o-Y Growth Analysis (%), 2021-2029

10.3. Pharmaceutical and Biotechnology Companies

10.4. Academic and Research Institutes

10.5. Others

## **11. BY REGION**

11.1. Introduction

11.1.1. Market Size Analysis, US\$ Million, 2020-2029 and Y-o-Y Growth Analysis (%), 2021-2029, By Region

11.1.2. Market Attractiveness Index, By Region

11.2. North America

11.2.1. Introduction

11.2.2. Key Region-Specific Dynamics

11.2.3. Market Size Analysis, and Y-o-Y Growth Analysis (%), By Product

- 11.2.4. Market Size Analysis, and Y-o-Y Growth Analysis (%), By Cell Type
- 11.2.5. Market Size Analysis, and Y-o-Y Growth Analysis (%), By Application
- 11.2.6. Market Size Analysis, and Y-o-Y Growth Analysis (%), By End user
- 11.2.7. Market Size Analysis, and Y-o-Y Growth Analysis (%), By Country
  - 11.2.7.1. U.S.
  - 11.2.7.2. Canada
  - 11.2.7.3. Mexico
- 11.3. Europe
  - 11.3.1. Introduction
  - 11.3.2. Key Region-Specific Dynamics
  - 11.3.3. Market Size Analysis, and Y-o-Y Growth Analysis (%), By Product
  - 11.3.4. Market Size Analysis, and Y-o-Y Growth Analysis (%), By Cell Type
  - 11.3.5. Market Size Analysis, and Y-o-Y Growth Analysis (%), By Application
  - 11.3.6. Market Size Analysis, and Y-o-Y Growth Analysis (%), By End user
  - 11.3.7. Market Size Analysis, and Y-o-Y Growth Analysis (%), By Country
    - 11.3.7.1. Germany
    - 11.3.7.2. U.K.
    - 11.3.7.3. France
    - 11.3.7.4. Italy
    - 11.3.7.5. Spain
    - 11.3.7.6. Rest of Europe
- 11.4. South America
  - 11.4.1. Introduction
  - 11.4.2. Key Region-Specific Dynamics
  - 11.4.3. Market Size Analysis, and Y-o-Y Growth Analysis (%), By Product
  - 11.4.4. Market Size Analysis, and Y-o-Y Growth Analysis (%), By Cell Type
  - 11.4.5. Market Size Analysis, and Y-o-Y Growth Analysis (%), By Application
  - 11.4.6. Market Size Analysis, and Y-o-Y Growth Analysis (%), By End user
  - 11.4.7. Market Size Analysis, and Y-o-Y Growth Analysis (%), By Country
    - 11.4.7.1. Brazil
    - 11.4.7.2. Argentina
    - 11.4.7.3. Rest of South America
- 11.5. Asia Pacific
  - 11.5.1. Introduction
  - 11.5.2. Key Region-Specific Dynamics
  - 11.5.3. Market Size Analysis, and Y-o-Y Growth Analysis (%), By Product
  - 11.5.4. Market Size Analysis, and Y-o-Y Growth Analysis (%), By Cell Type
  - 11.5.5. Market Size Analysis, and Y-o-Y Growth Analysis (%), By Application
  - 11.5.6. Market Size Analysis, and Y-o-Y Growth Analysis (%), By End user

- 11.5.7. Market Size Analysis, and Y-o-Y Growth Analysis (%), By Country
  - 11.5.7.1. China
  - 11.5.7.2. India
  - 11.5.7.3. Japan
  - 11.5.7.4. Australia
  - 11.5.7.5. Rest of Asia Pacific
- 11.6. Middle East and Africa
  - 11.6.1. Introduction
  - 11.6.2. Key Region-Specific Dynamics
  - 11.6.3. Market Size Analysis, and Y-o-Y Growth Analysis (%), By Product
  - 11.6.4. Market Size Analysis, and Y-o-Y Growth Analysis (%), By Cell Type
  - 11.6.5. Market Size Analysis, and Y-o-Y Growth Analysis (%), By Application
  - 11.6.6. Market Size Analysis, and Y-o-Y Growth Analysis (%), By End User

## **12. COMPETITIVE LANDSCAPE**

- 12.1. Key Developments and Strategies
- 12.2. Company Share Analysis
- 12.3. Product Benchmarking
- 12.4. List of Key Companies to Watch

## **13. COMPANY PROFILES**

- 13.1. Thermo Fischer Scientific Inc.
  - 13.1.1. Company Overview
  - 13.1.2. Product Portfolio and Description
  - 13.1.3. Key Highlights
  - 13.1.4. Financial Overview
- 13.2. Merck KGaA
- 13.3. Bio-Rad Laboratories
- 13.4. Becton Dickinson & Company
- 13.5. Abcam PLC
- 13.6. Tip Biosystems Pte Ltd
- 13.7. ACROBiosystems
- 13.8. Biotek Instruments
- 13.9. PerkinElmer
- 13.10. Promega Corporation(\*LIST NOT EXHAUSTIVE)

## **14. DATAM INTELLIGENCE**

14.1. Appendix

14.2. About Us and Applications

14.3. Contact Us

## I would like to order

Product name: Cell Viability Assays Market 2026

Product link: <https://marketpublishers.com/r/CD68E38A9763EN.html>

Price: US\$ 2,999.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CD68E38A9763EN.html>