

Global Cell Potency Testing Panel Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Cell Potency Testing Panel market size is expected to reach \$ 1025 million by 2032, rising at a market growth of 15.5% CAGR during the forecast period (2026-2032).

Cell potency testing panels are integrated reagent, antibody, cytokine/chemokine multiplex or assay-panel solutions designed around key functional attributes of cell therapy products. They are used to evaluate killing activity, cytokine release, activation or exhaustion status, proliferation and viability, differentiation capacity and mechanism-related readouts for CAR-T, TCR-T, NK, MSC and iPSC-derived cells. Products are typically selected by compatibility with flow cytometry, multiplex immunoassay, ELISA, luminescence, real-time impedance or live-cell imaging platforms, with emphasis on lot consistency, low sample input, validation readiness and GMP QC suitability, with an estimated gross margin of around 62%.

Demand for cell potency testing panels is driven by cell therapy R&D, process scale-up and commercial release testing. As CAR-T, TCR-T, NK, MSC and iPSC-derived cell programs move into multicenter trials and commercial manufacturing, developers need to convert research-stage functional assays into reproducible, validatable and batch-comparable QC methods. Cell killing, cytokine release, activation or exhaustion, proliferation and viability, and differentiation function are the core purchasing and method-development readouts.

On the supply side, the market is moving from single ELISA kits and flow antibody mixes toward multiplex, low-sample-input, automated and platform-linked panel solutions. Leading suppliers build ecosystems around flow cytometry, multiplex immunoassays, microfluidic immunoassays, luminescent assays and real-time

impedance or imaging platforms. Differentiation is mainly based on analyte selection, sensitivity, dynamic range, calibrator systems, software templates, 21 CFR Part 11 support and validation packages for GMP environments.

The sizing estimate uses cell and gene therapy QC and analytics, cell functional analysis and bioanalytical testing services as upper-level anchors, then excludes instruments, services and general research reagents to retain packaged panels, matched reagents and validatable assay combinations for potency-related readouts. Regional demand is still led by cell therapy companies, CDMOs, CROs and research hospitals in North America and Europe, while Asia-Pacific growth is supported by local cell therapy pipelines and release-testing infrastructure; key risks include product-specific mechanisms, limited universal reference standards, long method validation cycles and instrument platform lock-in.

Report Scope

This report studies the global Cell Potency Testing Panel production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Cell Potency Testing Panel and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Cell Potency Testing Panel that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Cell Potency Testing Panel total production and demand, 2021-2032, (Units)

Global Cell Potency Testing Panel total production value, 2021-2032, (USD Million)

Global Cell Potency Testing Panel production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Units), (based on production site)

Global Cell Potency Testing Panel consumption by region & country, CAGR, 2021-2032 & (Units)

U.S. VS China: Cell Potency Testing Panel domestic production, consumption, key domestic manufacturers and share

Global Cell Potency Testing Panel production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Units)

Global Cell Potency Testing Panel production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Units)

Global Cell Potency Testing Panel production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Units)

This report profiles key players in the global Cell Potency Testing Panel market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Thermo Fisher Scientific, Bio-Techne, Promega, BD Biosciences, Bio-Rad, Miltenyi Biotec, Sartorius, Agilent Technologies, Meso Scale Discovery, BioLegend, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Cell Potency Testing Panel market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Cell Potency Testing Panel Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Cell Potency Testing Panel Market, Segmentation by Type:

Cytokine Release Panels

Cytotoxicity Panels

Cell Activation Panels

Differentiation and Lineage Panels

Proliferation and Viability Panels

Immune Phenotyping Panels

Global Cell Potency Testing Panel Market, Segmentation by Detection Platform:

Flow Cytometry Panels

Multiplex Immunoassay Panels

ELISA and Microfluidic Immunoassay Panels

Reporter Gene Bioassay Panels

Luminescent Viability and Cytotoxicity Panels

Real-Time Impedance and Imaging Panels

Global Cell Potency Testing Panel Market, Segmentation by Cell Therapy Type:

CAR-T and TCR-T Potency Panels

NK and CAR-NK Potency Panels

MSC Potency Panels

iPSC-Derived Cell Potency Panels

Dendritic and Immune Cell Potency Panels

Other Cell Therapy Potency Panels

Global Cell Potency Testing Panel Market, Segmentation by Validation Level:

Research Use Only Panels

Translational and Process Development Panels

GMP QC and Release Testing Panels

Stability and Comparability Testing Panels

Custom Validated Panels

Global Cell Potency Testing Panel Market, Segmentation by Application:

Discovery and Assay Development

Process Development and Optimization

In-Process Monitoring

Lot Release Testing

Stability and Comparability Studies

Other Applications

Companies Profiled:

Thermo Fisher Scientific

Bio-Techne

Promega

BD Biosciences

Bio-Rad

Miltenyi Biotec

Sartorius

Agilent Technologies

Meso Scale Discovery

BioLegend

Beckman Coulter Life Sciences

ACROBiosystems

Abcam

Revvity

Cellular Technology

Key Questions Answered:

1. How big is the global Cell Potency Testing Panel market?
2. What is the demand of the global Cell Potency Testing Panel market?
3. What is the year over year growth of the global Cell Potency Testing Panel market?
4. What is the production and production value of the global Cell Potency Testing Panel market?
5. Who are the key producers in the global Cell Potency Testing Panel market?
6. What are the growth factors driving the market demand?

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