

Global Fully Automatic Microplate Reader Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/GDA0748A8F5EEN.html>

Date: June 2026

Pages: 141

Price: US\$ 3,480.00 (Single User License)

ID: GDA0748A8F5EEN

Abstracts

According to our (Global Info Research) latest study, the global Fully Automatic Microplate Reader market size was valued at US\$ 328 million in 2025 and is forecast to a readjusted size of US\$ 543 million by 2032 with a CAGR of 7.4% during review period.

A fully automated microplate reader is an automated optical analysis instrument designed for Enzyme-Linked Immunosorbent Assays (ELISA) and other microplate-based detection applications. It typically integrates functions such as microplate loading, incubation, shaking, washing, reagent dispensing, colorimetric reaction, absorbance/fluorescence/chemiluminescence detection, data acquisition, and results analysis. Compared to standard microplate readers, fully automated systems minimize manual pipetting and reading operations, thereby enhancing detection throughput, reproducibility, and result stability. These instruments are widely utilized in various settings, including hospital clinical laboratories, Centers for Disease Control and Prevention (CDCs), third-party medical testing laboratories, pharmaceutical companies, biotechnology firms, food safety testing centers, animal disease diagnostic facilities, and scientific research laboratories. Their primary applications encompass antigen-antibody detection, cell viability analysis, drug screening, protein quantification, toxicology testing, and the detection of pathogen-related markers.

The upstream segment of the fully automated microplate reader industry chain primarily comprises components such as light sources, filters/gratings, photodetectors, microplate loading modules, automated liquid handling systems, washing modules, incubation and shaking modules, temperature control systems, robotic arms, fluidic systems, sensors, control chips, software algorithms, and plastic consumables; among

these, the optical detection system, automated fluidic system, and data analysis software constitute the core value-generating elements. The midstream segment consists of manufacturers of complete automated microplate reader units and integrators of automated detection systems, who are responsible for integrating detection modules (covering absorbance, fluorescence, and chemiluminescence) as well as automating workflows for liquid handling, washing, incubation, plate reading, and results analysis. The downstream segment primarily serves hospital clinical laboratories, CDCs, third-party medical testing laboratories, pharmaceutical companies, biotechnology firms, food safety testing agencies, animal disease diagnostic agencies, and scientific research institutions, where the instruments are deployed for applications such as ELISA testing, antigen-antibody analysis, cell viability assays, drug screening, protein quantification, and pathogen-related diagnostics. The gross profit margin for fully automated microplate readers stands at approximately 47%.

In 2025, the average unit price for fully automated microplate readers is projected to be \$12,000, with a sales volume of 26.6 k units and a total production capacity of 38 k units.

The core value of a fully automated microplate reader lies in enhancing detection efficiency and result consistency. Traditional microplate assays often require manual execution of multiple steps?such as sample addition, plate washing, incubation, color development, and reading?making them susceptible to variations influenced by operator experience, timing precision, and environmental conditions. By integrating automated liquid handling, automated plate washing, temperature-controlled incubation, orbital shaking, automated reading, and software-based data analysis, fully automated microplate readers minimize human error while boosting the efficiency of high-throughput sample screening and improving experimental reproducibility. Consequently, they are particularly well-suited for use in hospital clinical laboratories, disease control centers, third-party testing agencies, and large-scale scientific research projects.

The focal point of industry competition is shifting from a singular focus on plate-reading functionality toward a comprehensive paradigm encompassing 'end-to-end automation plus multi-mode detection.' While early microplate readers primarily focused on absorbance-based detection, current high-end products are increasingly integrating capabilities such as fluorescence, chemiluminescence, time-resolved fluorescence, multi-wavelength detection, and automated sample handling. Customers now prioritize not only the accuracy of instrument readings but also throughput, detection speed, reagent compatibility, data analysis capabilities, integration with LIS/LIMS systems, and ease of maintenance. Consequently, companies that possess comprehensive expertise

spanning optical detection, fluidics control, automated mechanical engineering, and data software development are better positioned to establish a competitive advantage.

Future trends point toward advancements in intelligence, miniaturization, high throughput, and application-specific customization. Driven by growing demands in in vitro diagnostics (IVD), drug screening, food safety, animal disease surveillance, and life science research, fully automated microplate readers are poised to evolve further?upgrading to offer enhanced sensitivity, multi-functional integration, unattended operation capabilities, and remote data management features. In the future, hospitals and third-party testing agencies will increasingly require high-throughput, stable, and reliable automated platforms; scientific research institutions and pharmaceutical companies will prioritize multi-mode detection capabilities and experimental workflow flexibility; meanwhile, primary care testing facilities and point-of-care testing (POCT) scenarios will drive the development of devices that are compact, user-friendly, and cost-effective.

This report is a detailed and comprehensive analysis for global Fully Automatic Microplate Reader market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Fully Automatic Microplate Reader market size and forecasts, in consumption value (\$ Million), sales quantity (Units), and average selling prices (K US\$/Unit), 2021-2032

Global Fully Automatic Microplate Reader market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Units), and average selling prices (K US\$/Unit), 2021-2032

Global Fully Automatic Microplate Reader market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Units), and average selling prices (K US\$/Unit), 2021-2032

Global Fully Automatic Microplate Reader market shares of main players, shipments in

revenue (\$ Million), sales quantity (Units), and ASP (K US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Fully Automatic Microplate Reader

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Fully Automatic Microplate Reader market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Thermo Fisher Scientific, Agilent Technologies, Molecular Devices, Revvity, Bio-Rad Laboratories, Dynex Technologies, BMG LABTECH, Tecan, Berthold Technologies, Hidex, etc.

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

Market Segmentation

Fully Automatic Microplate Reader market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Single Wavelength Fully Automatic Microplate Reader

Multi-Wavelength Fully Automatic Microplate Reader

Market segment by Detect Board Position

Single-Plate Configuration (Processes 1 Microplate at a Time)

Multi-Plate Configuration (Processes 2?10 Microplate at a Time)

High-Throughput Stacker Configuration (Processes >10 Microplate at a Time)

Market segment by Detection Mode

Single-Mode Type

Multi-Mode Type

Market segment by Application

Biopharmaceutical Industry

Research Institutions

Food Industry

Others

Major players covered

Thermo Fisher Scientific

Agilent Technologies

Molecular Devices

Revvity

Bio-Rad Laboratories

Dynex Technologies

BMG LABTECH

Tecan

Berthold Technologies

Hidex

EUROIMMUN

ORGENTEC Diagnostika

Gold Standard Diagnostics

Corona Electric

Mindray

Rayto Life and Analytical Sciences

Autobio Diagnostics

Shanghai Kehua Bio-engineering

Perlong Medical

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

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

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Fully Automatic Microplate Reader product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Fully Automatic Microplate Reader, with price, sales quantity, revenue, and global market share of Fully Automatic Microplate Reader from 2021 to 2026.

Chapter 3, the Fully Automatic Microplate Reader competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Fully Automatic Microplate Reader breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Fully Automatic Microplate Reader market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Fully Automatic Microplate Reader.

Chapter 14 and 15, to describe Fully Automatic Microplate Reader sales channel, distributors, customers, research findings and conclusion.

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