

Global Fully Automatic Microplate Reader Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Fully Automatic Microplate Reader market size is expected to reach \$ 543 million by 2032, rising at a market growth of 7.4% CAGR during the forecast period (2026-2032).

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 studies the global Fully Automatic Microplate Reader production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Fully Automatic Microplate Reader 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 Fully Automatic Microplate Reader that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Fully Automatic Microplate Reader total production and demand, 2021-2032, (Units)

Global Fully Automatic Microplate Reader total production value, 2021-2032, (USD Million)

Global Fully Automatic Microplate Reader production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Units), (based on production site)

Global Fully Automatic Microplate Reader consumption by region & country, CAGR, 2021-2032 & (Units)

U.S. VS China: Fully Automatic Microplate Reader domestic production, consumption, key domestic manufacturers and share

Global Fully Automatic Microplate Reader production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Units)

Global Fully Automatic Microplate Reader production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Units)

Global Fully Automatic Microplate Reader production by Application, production, value,

CAGR, 2021-2032, (USD Million) & (Units)

This report profiles key players in the global Fully Automatic Microplate Reader 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, 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Fully Automatic Microplate Reader market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Units) and average price (K 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 Fully Automatic Microplate Reader Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Fully Automatic Microplate Reader Market, Segmentation by Type:

Single Wavelength Fully Automatic Microplate Reader

Multi-Wavelength Fully Automatic Microplate Reader

Global Fully Automatic Microplate Reader Market, Segmentation 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)

Global Fully Automatic Microplate Reader Market, Segmentation by Detection Mode:

Single-Mode Type

Multi-Mode Type

Global Fully Automatic Microplate Reader Market, Segmentation by Application:

Biopharmaceutical Industry

Research Institutions

Food Industry

Others

Companies Profiled:

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

Key Questions Answered:

1. How big is the global Fully Automatic Microplate Reader market?
2. What is the demand of the global Fully Automatic Microplate Reader market?
3. What is the year over year growth of the global Fully Automatic Microplate Reader market?
4. What is the production and production value of the global Fully Automatic Microplate Reader market?
5. Who are the key producers in the global Fully Automatic Microplate Reader market?
6. What are the growth factors driving the market demand?

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