

Global Powder Culture Media Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Powder Culture Media market size was valued at US\$ 1049 million in 2025 and is forecast to a readjusted size of US\$ 1754 million by 2032 with a CAGR of 7.7% during review period.

Powder Culture Media refers to dehydrated culture medium products supplied in powder form that are dissolved and sterilized before use to prepare liquid media for the in-vitro cultivation of microorganisms, cells, or tissues. These products are typically formulated with amino acids, carbon sources, inorganic salts, vitamins, buffering agents, and trace elements in defined proportions to provide the essential nutrients required for cell growth and metabolism. Compared with ready-to-use liquid media, powder culture media offer advantages such as improved storage stability, lower transportation costs, longer shelf life, and flexible preparation. They are widely used in biopharmaceutical production, vaccine manufacturing, cell therapy research, microbial testing, food safety analysis, and academic laboratories. With the rapid development of the biotechnology industry, powder culture media are increasingly evolving toward high-purity formulations, animal-component-free systems, and customized media solutions to meet the stringent requirements for consistency and reproducibility in bioprocessing and life science research. In 2025, global Powder Culture Media production reached approximately 30.88 K MT and price is about 33 USD/Kg. The average gross profit margin of this product is 65%.

The Global key players of Dry Powder Cell Culture Media include Thermo Fisher, Merck, Corning, etc. The top three players hold a share about 55%. North America is the largest market, and has a share about 39%. In terms of product type, Serum-free is the largest segment, which occupied for a share of about 94%. For application,

Vaccines is the largest segment, which has a share about 64%. The rapid expansion of the biopharmaceutical industry has significantly increased the application of powder culture media in cell culture, vaccine production, and microbial testing. Biopharmaceutical manufacturers require highly stable and standardized culture systems for the production of monoclonal antibodies, recombinant proteins, and cell therapy products, which drives demand for high-quality culture media. In addition, growing investments in life science research by pharmaceutical companies and academic institutions are stimulating the demand for essential laboratory materials such as culture media. Powder culture media also provide advantages in logistics and storage, making them particularly suitable for large-scale manufacturing and global supply chain operations.

The powder culture media industry requires strict quality control and highly stable manufacturing processes, as batch-to-batch consistency directly affects cell growth performance and experimental reliability. Companies must therefore maintain rigorous quality management systems. In addition, advanced culture media formulations often involve proprietary technologies and long-term research experience, creating barriers to entry for new manufacturers. Regulatory requirements in the biopharmaceutical sector are also becoming increasingly stringent, requiring enhanced traceability, documentation, and compliance throughout the production and supply chain processes.

With the rapid development of cell therapy, gene therapy, and biologics research, downstream demand for culture media is shifting toward high-purity, animal-component-free, and customized formulations. Large biopharmaceutical companies increasingly prefer culture media with well-defined compositions and traceable supply chains to ensure process consistency and reproducibility. Meanwhile, demand from microbial testing in food safety, environmental monitoring, and clinical diagnostics continues to grow steadily, further expanding the application scope of powder culture media across multiple sectors.

The upstream supply chain of powder culture media mainly consists of biochemical raw materials such as amino acids, carbohydrate carbon sources, inorganic salts, vitamins, and trace elements. High-purity amino acids and pharmaceutical-grade chemical reagents represent key components that determine the quality and consistency of the final product. Some specialized culture media may also include protein hydrolysates, plant-derived nutrients, or growth factors. With the advancement of biotechnology, upstream raw material production is increasingly shifting toward higher purity standards, biopharmaceutical-grade materials, and traceable supply systems to support the stringent requirements of modern biopharmaceutical manufacturing and life science

research.

This report is a detailed and comprehensive analysis for global Powder Culture Media 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 Powder Culture Media market size and forecasts, in consumption value (\$ Million), sales quantity (MT), and average selling prices (US\$/Kg), 2021-2032

Global Powder Culture Media market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (MT), and average selling prices (US\$/Kg), 2021-2032

Global Powder Culture Media market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (MT), and average selling prices (US\$/Kg), 2021-2032

Global Powder Culture Media market shares of main players, shipments in revenue (\$ Million), sales quantity (MT), and ASP (US\$/Kg), 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 Powder Culture Media

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 Powder Culture Media 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, Merck, Corning, Cytiva, Lonza, Fujifilm, HiMedia Laboratories, Sartorius, Jianshun Biosciences, OPM Biosciences, etc. This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Powder Culture Media 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

With Serum

Serum-free

Market segment by Sales Channel

Direct Sales

Online Sales

Market segment by End Users

Biotech Companies

Pharma Companies

Research Institutes

Market segment by Application

Vaccines

Antibodies and Recombinant Proteins

Gene Therapy Drug

Others

Major players covered

Thermo Fisher

Merck

Corning

Cytiva

Lonza

Fujifilm

HiMedia Laboratories

Sartorius

Jianshun Biosciences

OPM Biosciences

Bio-Engine

Basal Media

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 Powder Culture Media product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Powder Culture Media, with price, sales quantity, revenue, and global market share of Powder Culture Media from 2021 to 2026.

Chapter 3, the Powder Culture Media competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Powder Culture Media 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 Powder Culture Media 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 Powder Culture Media.

Chapter 14 and 15, to describe Powder Culture Media sales channel, distributors, customers, research findings and conclusion.

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