

Global SOB Medium Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/G584D1D35C69EN.html>

Date: July 2026

Pages: 134

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

ID: G584D1D35C69EN

Abstracts

According to our (Global Info Research) latest study, the global SOB Medium market size was valued at US\$ 36.01 million in 2025 and is forecast to a readjusted size of US\$ 47.99 million by 2032 with a CAGR of 4.2% during review period.

SOB Medium (Super Optimal Broth) is a nutritionally enriched microbial growth medium primarily used for the preparation and cultivation of competent *Escherichia coli* cells prior to transformation. The medium was first formulated by Douglas Hanahan in 1983 and has since become a standard reagent in molecular cloning and genetic engineering workflows. SOB Medium is richer than standard LB (Luria-Bertani) broth, providing enhanced growth factors that support the viability and transformation efficiency of competent cells.

The composition of SOB Medium typically includes tryptone (20 g/L), yeast extract (5 g/L), sodium chloride (NaCl, 0.5 g/L), potassium chloride (KCl, 0.186 g/L), and magnesium chloride (MgCl₂, 0.95 g/L) or magnesium sulfate (MgSO₄, 2.4 g/L).

The upstream segment includes suppliers of tryptone, yeast extract, inorganic salts, packaging materials, and sterilization equipment. The midstream segment encompasses raw material sourcing, blending, milling, quality testing, and packaging performed by specialized biochemical manufacturers. The downstream segment serves academic research institutions, biotechnology companies, pharmaceutical R&D labs, clinical diagnostic labs, and contract research organizations.

The global average selling price for SOB medium is approximately US\$12.50 per liter (prepared liquid equivalent), with annual sales volume reaching approximately 2,800,000 liters in 2025. The industry maintains gross margins between 40% and 60%.

The global SOB medium market is experiencing steady growth, driven by the expanding biotechnology and life sciences research sectors, increasing demand for recombinant protein production, and the ongoing need for efficient bacterial transformation systems in molecular cloning workflows. As a foundational reagent in genetic engineering, SOB medium maintains consistent demand across academic, government, and industry research laboratories.

A notable trend reshaping the market is the shift toward ready-to-use and convenience formats. While traditional dehydrated powder remains the most economical and widely used format, manufacturers are increasingly offering pre-sterilized liquid SOB medium and unit-dose capsule formats that reduce preparation time and minimize contamination risk. These convenience formats are gaining traction in high-throughput laboratories and contract research organizations where workflow efficiency is critical.

Another significant development is the growing adoption of animal-free and chemically defined media components. Driven by concerns over lot-to-lot variability and the potential for adventitious agents in animal-derived peptones, some manufacturers are developing recombinant or plant-based alternatives to traditional tryptone and yeast extract. This trend aligns with broader industry movements toward more reproducible and sustainable bioprocessing solutions.

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

Global SOB Medium market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (L), and average selling prices (US\$/L), 2021-2032

Global SOB Medium market size and forecasts, by Type and by Application, in

consumption value (\$ Million), sales quantity (L), and average selling prices (US\$/L), 2021-2032

Global SOB Medium market shares of main players, shipments in revenue (\$ Million), sales quantity (L), and ASP (US\$/L), 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 SOB Medium

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 SOB Medium 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 Inc., Merck KGaA (Sigma-Aldrich), New England Biolabs, Inc., Corning Incorporated, QIAGEN N.V., MP Biomedicals, LLC, HiMedia Laboratories Pvt. Ltd., VWR International, LLC (Avantor), Thomas Scientific, LLC, Alpha Teknova, Inc., etc.

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

Market Segmentation

SOB Medium 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

Solid

Liquid

Market segment by Packaging Size

Small (100g-500g)

Medium (1kg-5kg)

Large (10kg+)

Market segment by Enrichment Type

SOB (Standard)

SOC (SOB + Glucose)

Market segment by Application

Schools

Research Institutes

Other

Major players covered

Thermo Fisher Scientific Inc.

Merck KGaA (Sigma-Aldrich)

New England Biolabs, Inc.

Corning Incorporated

QIAGEN N.V.

MP Biomedicals, LLC

HiMedia Laboratories Pvt. Ltd.

VWR International, LLC (Avantor)

Thomas Scientific, LLC

Alpha Teknova, Inc.

Quality Biological, Inc.

MyBioSource, Inc.

United States Biological, Inc.

G Biosciences, Inc.

Research Solutions, Inc.

WELGENE, Inc.

Hopebio (Qingdao Hopebio Technology Co., Ltd.)

Shanghai Bebo Biotechnology Co., Ltd.

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 SOB Medium product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the SOB Medium 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 SOB Medium 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 SOB Medium.

Chapter 14 and 15, to describe SOB Medium sales channel, distributors, customers, research findings and conclusion.

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