

# **Microbiology & Bacterial Culture Media Market Size, Share & Trends Analysis Report By Product (Dehydrated Culture Media, Ready-to-use Media), By Application (Pharmaceutical & Biopharmaceutical Production), By Region, And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

### **Microbiology & Bacterial Culture Media Market Growth & Trends**

The global microbiology & bacterial culture media market size is estimated at USD 9.01 billion in 2030 and is expected to grow at a CAGR of 8.82% over the forecast period, according to a new report by Grand View Research, Inc. The microbiology and bacterial culture media market is driven primarily by the rising prevalence of infectious diseases and antimicrobial resistance (AMR) across the globe. The growing burden of diseases such as tuberculosis, pneumonia, and foodborne illnesses has increased the demand for accurate and rapid microbial testing, boosting the use of high-quality culture media in clinical laboratories.

The COVID-19 pandemic further highlighted the importance of robust diagnostic infrastructure, prompting increased investment in microbiological testing facilities and technologies. Moreover, ongoing public health surveillance efforts and the emergence of new pathogens continue to sustain demand for standardized, reliable culture media across healthcare settings.

Another major driver is the growing focus on food safety, pharmaceutical quality assurance, and environmental monitoring. Regulatory bodies such as the FDA, EMA, and WHO have established strict guidelines for microbial testing in drug production,

food processing, and water quality management, driving manufacturers to adopt sophisticated bacterial culture media. Industries are increasingly using ready-to-use (RTU) and chromogenic media to streamline workflows, reduce contamination risks, and comply with global quality standards. The integration of automation in industrial microbiology further enhances the utility of pre-prepared media, especially in high-throughput testing environments.

Lastly, technological advancements and increased R&D activity have significantly enhanced the capabilities of culture media products. Innovations such as chromogenic and fluorogenic media, along with media tailored for specific microbial strains or resistance markers, enable faster and more accurate identification. Coupled with digital and AI-driven diagnostic platforms, these innovations improve laboratory efficiency and outcomes. In addition, growing investments in biotechnology, personalized medicine, and vaccine development are fueling demand for specialized culture media in research settings. The expansion of healthcare infrastructure in emerging markets also contributes to market growth, offering manufacturers new opportunities for regional penetration and customized product offerings.

### Microbiology & Bacterial Culture Media Market Report Highlights

By product, the dehydrated culture media segment dominated the market with a 56.84% share in 2024. The market for Dehydrated Culture Media (DCM) is driven by its long shelf life, ease of storage, and cost-effectiveness, making it an ideal choice for laboratories, pharmaceutical companies, and food safety testing facilities.

By application, the pharmaceutical & biotechnology companies segment dominated the market and accounted for the largest revenue share in 2024. The market is strongly driven by increasing demand in pharmaceutical and biopharmaceutical manufacturing, where microbial culture is essential for the development, production, and quality assurance of products like antibiotics, vaccines, biologics, and probiotics.

North America held the largest share of 37.8% in 2024. The market is driven by the growing incidence of infectious diseases, especially antibiotic-resistant strains, which underscores the need for rapid and precise diagnostic solutions. In addition, strict regulatory standards in food and pharmaceutical safety are amplifying the demand for reliable microbial testing methods.

## **Companies Mentioned**

Merck KGaA  
bioMérieux SA  
HiMedia Laboratories  
Thermo Fisher Scientific Inc.  
BD  
Solabia Group (Biokar diagnostics)  
Titan Biotech Ltd.  
CONDALAB  
Neogen Corporation  
Bio-Rad Laboratories, Inc.  
SHIMADZU  
Hardy Diagnostics  
R-Biopharm AG  
Alpha Teknova, Inc.  
MP Biomedicals  
Micromaster Laboratories Pvt. Ltd.  
ELEX Biological Products (Shanghai) Co., Ltd.  
Eiken Chemical Co., Ltd.

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