

# Bioanalytical Testing Market - Forecast from 2026 to 2031

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## Abstracts

Bioanalytical Testing Market is forecasted to rise at a 15.7% CAGR, reaching USD 9.631 billion in 2031 from USD 4.014 billion in 2025.

The bioanalytical testing market is a critical and expanding component of the pharmaceutical and life sciences industry, underpinned by its essential role in drug development and personalized healthcare. This market encompasses the quantitative measurement of drugs, metabolites, biomarkers, and other analytes within biological matrices such as blood, plasma, urine, and tissues. Its sustained growth is driven by a convergence of scientific, medical, and industrial trends, including the shift towards personalized medicine, continuous technological innovation, and an escalating global pipeline of drug candidates and clinical trials.

A primary driver of market expansion is the accelerating demand for personalized medicine and biomarker-driven drug development. As therapeutic strategies increasingly focus on tailoring treatments to individual patient genetics, disease profiles, and predicted responses, the need for sophisticated bioanalysis becomes paramount. Bioanalytical testing is fundamental for identifying and validating biomarkers, quantifying target engagement, and understanding pharmacokinetic/pharmacodynamic (PK/PD) relationships in specific patient subpopulations. This shift from a one-size-fits-all model to precision medicine necessitates more complex, sensitive, and specific analytical methods, directly increasing the demand for advanced testing services and expertise to support targeted therapies and companion diagnostics.

Parallel to this, relentless advancements in analytical technologies are enhancing the capabilities and efficiency of bioanalytical testing. Innovations in instrumentation, such as high-resolution mass spectrometry (HRMS) and ultra-high-performance liquid

chromatography (UHPLC), coupled with advanced ligand-binding assay platforms, are continuously improving assay sensitivity, specificity, and throughput. The integration of automation, robotics, and sophisticated data analytics streamlines workflows, reduces manual error, and accelerates time-to-result. These technological strides enable researchers to tackle more challenging molecules—including large biologics, cell and gene therapies, and oligonucleotides—and generate higher-quality data, thereby encouraging broader adoption and more ambitious applications in both research and regulated studies.

Furthermore, the market is propelled by the persistent rise in global drug development activity and the increasing prevalence of chronic diseases. The growing burden of conditions such as cancer, metabolic disorders, and cardiovascular diseases creates a urgent need for novel therapeutics. This, in turn, fuels a robust pipeline of preclinical and clinical programs, each requiring extensive bioanalytical support. Testing is indispensable across the entire development continuum, from early candidate screening and lead optimization to pivotal clinical trials and post-market monitoring. The expansion of clinical research, including complex trial designs and studies in diverse geographic regions, significantly amplifies the volume and geographic scope of testing requirements, providing a steady demand base for service providers.

Geographically, North America maintains a dominant position in the bioanalytical testing market. This leadership is attributed to the region's concentrated pharmaceutical and biotechnology research ecosystem, a high volume of clinical trial activity, and substantial investment in life sciences R&D. The presence of a mature network of large contract research organizations (CROs), specialized testing laboratories, and advanced academic research centers creates a dense and competitive service landscape. The region's well-defined regulatory pathways and early adoption of novel therapeutic modalities further reinforce its role as a primary hub for sophisticated bioanalytical work.

Despite strong growth drivers, the market faces significant restraints that impact operational and economic feasibility. Conducting bioanalytical testing to the stringent standards required for regulatory submissions involves high costs. These costs are driven by sophisticated instrumentation, highly skilled personnel, expensive reagents and reference standards, and the rigorous quality control and validation processes mandated by global health authorities. Additionally, access to specific and high-quality biological samples, particularly for rare diseases or unique patient populations, can be a logistical and ethical challenge, potentially delaying research. The complexity of navigating evolving regulatory requirements across different regions also adds to the operational burden and cost, demanding constant vigilance and adaptation from testing

providers.

The competitive landscape is characterized by a mix of large, full-service CROs, specialized analytical laboratories, and the in-house capabilities of major pharmaceutical firms. Key differentiators include technological expertise in complex modalities, robust quality and compliance systems, global operational footprint, and the ability to provide integrated, end-to-end service offerings. The trend is toward forming strategic partnerships between sponsors and testing providers to leverage specialized expertise and manage capacity for large-scale or technically demanding programs.

In conclusion, the bioanalytical testing market is evolving in lockstep with the broader transformation of drug discovery and development. Its trajectory is firmly aligned with the industry's move towards precision medicine, complex biologics, and accelerated development pathways. Future growth will be sustained by ongoing technological innovation that pushes the boundaries of what can be measured and how quickly, coupled with the relentless pace of therapeutic R&D. Success for market participants will hinge on their ability to balance scientific excellence and regulatory rigor with operational efficiency, while continuously adapting to support the next generation of transformative therapies.

#### Key Benefits of this Report:

**Insightful Analysis:** Gain detailed market insights covering major as well as emerging geographical regions, focusing on customer segments, government policies and socio-economic factors, consumer preferences, industry verticals, and other sub-segments.

**Competitive Landscape:** Understand the strategic maneuvers employed by key players globally to understand possible market penetration with the correct strategy.

**Market Drivers & Future Trends:** Explore the dynamic factors and pivotal market trends and how they will shape future market developments.

**Actionable Recommendations:** Utilize the insights to exercise strategic decisions to uncover new business streams and revenues in a dynamic environment.

**Caters to a Wide Audience:** Beneficial and cost-effective for startups, research institutions, consultants, SMEs, and large enterprises.

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Industry and Market Insights, Opportunity Assessment, Product Demand Forecasting, Market Entry Strategy, Geographical Expansion, Capital Investment Decisions, Regulatory Framework & Implications, New Product Development, Competitive Intelligence

Report Coverage:

Historical data from 2021 to 2025 & forecast data from 2026 to 2031

Growth Opportunities, Challenges, Supply Chain Outlook, Regulatory Framework, and Trend Analysis

Competitive Positioning, Strategies, and Market Share Analysis

Revenue Growth and Forecast Assessment of segments and regions including countries

Company Profiling (Strategies, Products, Financial Information, and Key Developments among others.

Bioanalytical Testing Market Segmentation

By Molecule Type

Small Molecule

Large Molecule

By Analysis Type

Discovery Bioanalysis

Pre-Clinical Bioanalysis

## Clinical Bioanalysis

### By Sample Type

Blood

Urine

Saliva

Plasma

Others

### By Application

Oncology

Neurology

Immunology

Metabolic Disorder

Infectious Disease

Others

### By End-User

Pharmaceuticals & Biotech Company

Contract Research Organization

Others

### By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain

Others

Middle East and Africa

Saudi Arabia

UAE

Israel

Others

Asia Pacific

China

India

Japan

South Korea

Indonesia

Thailand

Others

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. MARKET SNAPSHOT**

- 2.1. Market Overview
- 2.2. Market Definition
- 2.3. Scope of the Study
- 2.4. Market Segmentation

### **3. BUSINESS LANDSCAPE**

- 3.1. Market Drivers
- 3.2. Market Restraints
- 3.3. Market Opportunities
- 3.4. Porter's Five Forces Analysis
- 3.5. Industry Value Chain Analysis
- 3.6. Policies and Regulations
- 3.7. Strategic Recommendations

### **4. TECHNOLOGICAL OUTLOOK**

### **5. BIOANALYTICAL TESTING MARKET BY MOLECULE TYPE**

- 5.1. Introduction
- 5.2. Small Molecule
- 5.3. Large Molecule

### **6. BIOANALYTICAL TESTING MARKET BY ANALYSIS TYPE**

- 6.1. Introduction
- 6.2. Discovery Bioanalysis
- 6.3. Pre-Clinical Bioanalysis
- 6.4. Clinical Bioanalysis

### **7. BIOANALYTICAL TESTING MARKET BY SAMPLE TYPE**

- 7.1. Introduction

- 7.2. Blood
- 7.3. Urine
- 7.4. Saliva
- 7.5. Plasma
- 7.6. Others

## **8. BIOANALYTICAL TESTING MARKET BY APPLICATION**

- 8.1. Introduction
- 8.2. Oncology
- 8.3. Neurology
- 8.4. Immunology
- 8.5. Metabolic Disorder
- 8.6. Infectious Disease
- 8.7. Others

## **9. BIOANALYTICAL TESTING MARKET BY END-USER**

- 9.1. Introduction
- 9.2. Pharmaceuticals & Biotech Company
- 9.3. Contract Research Organization
- 9.4. Others

## **10. BIOANALYTICAL TESTING MARKET BY GEOGRAPHY**

- 10.1. Introduction
- 10.2. North America
  - 10.2.1. USA
  - 10.2.2. Canada
  - 10.2.3. Mexico
- 10.3. South America
  - 10.3.1. Brazil
  - 10.3.2. Argentina
  - 10.3.3. Others
- 10.4. Europe
  - 10.4.1. Germany
  - 10.4.2. France
  - 10.4.3. United Kingdom
  - 10.4.4. Spain

- 10.4.5. Others
- 10.5. Middle East and Africa
  - 10.5.1. Saudi Arabia
  - 10.5.2. UAE
  - 10.5.3. Israel
  - 10.5.4. Others
- 10.6. Asia Pacific
  - 10.6.1. China
  - 10.6.2. India
  - 10.6.3. Japan
  - 10.6.4. South Korea
  - 10.6.5. Indonesia
  - 10.6.6. Thailand
  - 10.6.7. Others

## **11. COMPETITIVE ENVIRONMENT AND ANALYSIS**

- 11.1. Major Players and Strategy Analysis
- 11.2. Market Share Analysis
- 11.3. Mergers, Acquisitions, Agreements, and Collaborations
- 11.4. Competitive Dashboard

## **12. COMPANY PROFILES**

- 12.1. Thermo Fisher Scientific Inc.
- 12.2. ICON Plc
- 12.3. Charles River Laboratories International, Inc
- 12.4. IQVIA Holdings, Inc.
- 12.5. Syneos Health
- 12.6. SGS SA
- 12.7. Intertek Group Plc
- 12.8. Pace Analytical
- 12.9. Eurofins Scientific SE
- 12.10. BioPharma Services Inc.

## **13. APPENDIX**

- 13.1. Currency
- 13.2. Assumptions

- 13.3. Base and Forecast Years Timeline
- 13.4. Key Benefits for the Stakeholders
- 13.5. Research Methodology
- 13.6. Abbreviations

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