

# PCR Markets: Global Analysis and Opportunity Evaluation 2016 - 2020

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## Abstracts

Laboratory Markets Limited has completed a comprehensive market study of the global use of PCR covering established, recently developed and more specialised PCR methods and applications used in both clinical and research laboratory settings. PCR 2016 profiles the use of these methods across more than 23,000 clinical and research organisations, encompassing 12 global regions and 158 countries. Details of these end-user organisations by name are provided as part of this report.

These new findings are the result of a detailed three-year market study by Laboratory Markets Limited, covering the period up until May 2016. These leading market data are combined and analysed alongside findings on PCR growth and end-user costs from four other independent market studies, carried out by Laboratory Markets Limited. These four studies involved the participation of more than 1,700 PCR end-users.

Data presented in PCR 2016 are from more than 75,000 PCR clinical and research studies carried out by experienced PCR end-users. These end-users are major decision-makers in the selection and purchase of PCR-related products and these 'real world' market data give in-depth information on the current and future use of PCR, in addition to % growth, costs, trends and opportunities.

End-user organisations by name are identified in all key sectors and segments of this market study. Findings are provided as a PDF report, together with the full PCR 2016 market database created and compiled during this extensive market study. The data provided enables PCR suppliers to easily and rapidly identify, analyse and profile areas of the PCR market that offer the greatest business opportunities to their own companies.

The extensive market database provided with the report augments the detailed market findings presented in the PDF report, allowing rapid and easy in-depth analysis across all PCR markets. This database can be shared across all departments and subsidiaries of purchasing organisations.

These new study findings provide a considerable wealth of market information to suppliers in the PCR, molecular biology and molecular diagnostics fields. They assist suppliers to identify new PCR market opportunities and give powerful strategic insights into new developments and applications.

Key Features

1. Enables suppliers to profile key areas of PCR markets relating to their own PCR products and services and provides qualified prospects by end-user organisation name
2. Analyses and ranks PCR practices by country, organisation type, methods, applications, disease and research areas, viruses, bacteria and others, helping suppliers to identify 'high opportunity' sectors relevant to their current PCR products and future plans in these fields, supporting targeted marketing and reducing costs and risks
3. Provides key information in growing and developing areas of the PCR market, helping suppliers focus resources on PCR growth areas, supporting new sales opportunities in important market sectors
4. Helps suppliers to evolve and extend their own strategic visions, future plans and operational activities in the PCR field
5. Enables suppliers to identify, analyse and rank end-user practices and needs and build new customer relationships in leading PCR market sectors

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