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Global Cell Potency Testing Panel Market Growth 2026-2032

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Abstracts

The global Cell Potency Testing Panel market size is predicted to grow from US$ 348 million in 2025 to US$ 1024 million in 2032; it is expected to grow at a CAGR of 16.5% from 2026 to 2032.

Cell potency testing panels are integrated reagent, antibody, cytokine/chemokine multiplex or assay-panel solutions designed around key functional attributes of cell therapy products. They are used to evaluate killing activity, cytokine release, activation or exhaustion status, proliferation and viability, differentiation capacity and mechanism-related readouts for CAR-T, TCR-T, NK, MSC and iPSC-derived cells. Products are typically selected by compatibility with flow cytometry, multiplex immunoassay, ELISA, luminescence, real-time impedance or live-cell imaging platforms, with emphasis on lot consistency, low sample input, validation readiness and GMP QC suitability, with an estimated gross margin of around 62%.

Demand for cell potency testing panels is driven by cell therapy R&D, process scale-up and commercial release testing. As CAR-T, TCR-T, NK, MSC and iPSC-derived cell programs move into multicenter trials and commercial manufacturing, developers need to convert research-stage functional assays into reproducible, validatable and batch-comparable QC methods. Cell killing, cytokine release, activation or exhaustion, proliferation and viability, and differentiation function are the core purchasing and method-development readouts.

On the supply side, the market is moving from single ELISA kits and flow antibody mixes toward multiplex, low-sample-input, automated and platform-linked panel solutions. Leading suppliers build ecosystems around flow cytometry, multiplex immunoassays, microfluidic immunoassays, luminescent assays and real-time

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impedance or imaging platforms. Differentiation is mainly based on analyte selection, sensitivity, dynamic range, calibrator systems, software templates, 21 CFR Part 11 support and validation packages for GMP environments.

The sizing estimate uses cell and gene therapy QC and analytics, cell functional analysis and bioanalytical testing services as upper-level anchors, then excludes instruments, services and general research reagents to retain packaged panels, matched reagents and validatable assay combinations for potency-related readouts. Regional demand is still led by cell therapy companies, CDMOs, CROs and research hospitals in North America and Europe, while Asia-Pacific growth is supported by local cell therapy pipelines and release-testing infrastructure; key risks include product-specific mechanisms, limited universal reference standards, long method validation cycles and instrument platform lock-in.

Report Scope

LP Information, Inc. (LPI) ' newest research report, the “Cell Potency Testing Panel Industry Forecast” looks at past sales and reviews total world Cell Potency Testing Panel sales in 2025, providing a comprehensive analysis by region and market sector of projected Cell Potency Testing Panel sales for 2026 through 2032. With Cell Potency Testing Panel sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Cell Potency Testing Panel industry.

This Insight Report provides a comprehensive analysis of the global Cell Potency Testing Panel landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Cell Potency Testing Panel portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Cell Potency Testing Panel market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Cell Potency Testing Panel and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Cell Potency Testing Panel.

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This report presents a comprehensive overview, market shares, and growth opportunities of Cell Potency Testing Panel market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Cytokine Release Panels

Cytotoxicity Panels

Cell Activation Panels

Differentiation and Lineage Panels

Proliferation and Viability Panels

Immune Phenotyping Panels

Segmentation by Detection Platform:

Flow Cytometry Panels

Multiplex Immunoassay Panels

ELISA and Microfluidic Immunoassay Panels

Reporter Gene Bioassay Panels

Luminescent Viability and Cytotoxicity Panels

Real-Time Impedance and Imaging Panels

Segmentation by Cell Therapy Type:

CAR-T and TCR-T Potency Panels

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NK and CAR-NK Potency Panels

MSC Potency Panels

iPSC-Derived Cell Potency Panels

Dendritic and Immune Cell Potency Panels

Other Cell Therapy Potency Panels

Segmentation by Validation Level:

Research Use Only Panels

Translational and Process Development Panels

GMP QC and Release Testing Panels

Stability and Comparability Testing Panels

Custom Validated Panels

Segmentation by Application:

Discovery and Assay Development

Process Development and Optimization

In-Process Monitoring

Lot Release Testing

Stability and Comparability Studies

Other Applications

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This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe
  - Germany
  - France
  - UK
  - Italy
  - Russia

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Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Thermo Fisher Scientific

Bio-Techne

Promega

BD Biosciences

Bio-Rad

Miltenyi Biotec

Sartorius

Agilent Technologies

Meso Scale Discovery

BioLegend

Beckman Coulter Life Sciences

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ACROBiosystems

Abcam

Revvity

Cellular Technology

Key Questions Addressed in this Report

What is the 10-year outlook for the global Cell Potency Testing Panel market?

What factors are driving Cell Potency Testing Panel market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Cell Potency Testing Panel market opportunities vary by end market size?

How does Cell Potency Testing Panel break out by Type, by Application?

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