

# Elemental Analysis Market by Type (Organic, Inorganic), Technology (Destructive (ICP-AES, ICP-MS), Nondestructive (XRD, OES)), Application (Life Sciences, Food and Beverage Testing, Environment Testing) - Analysis & Global Forecasts to 2020

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## Abstracts

Over the years, the elemental analysis market has witnessed various technological advancements to meet the needs of biotechnology and biopharmaceutical companies; food and beverage, chemical, and semiconductor industries; and environmental testing. These advancements have led to the development of Inductively Coupled Plasma Spectrometry (ICP), Inductively Coupled Plasma Mass Spectrometry (ICP-MS), and Atomic Absorption Spectrometry (AAS). These technologies result in efficient quantitative and qualitative analysis of various organic and inorganic elements.

In 2015, the nondestructive technology segment is expected to account for the larger share of the global elemental analysis market, by technology; the inorganic elemental analysis segment is expected to account for the larger share of the elemental analysis market, by type; while the environment testing segment is expected to account for the largest share of elemental analysis market, by application.

In 2015, North America is expected to account for the largest share of the global elemental analysis market, followed by Europe, Asia, and the Rest of the World (RoW). In the coming years, the elemental analysis market is expected to witness the highest growth rate in the Asian region, with emphasis on India, China, and Japan. The high growth in India and China can be attributed to China's focus on innovative cancer treatments aided by ICP-AES, strategic expansions by players in China, use of Inductively Coupled Plasma Mass Spectrometry (ICP-MS) in traditional Chinese medicines, increasing focus on soil testing and food security, and training programs to

increase awareness of elemental analysis in India.

The global elemental analysis market witnesses high competitive intensity as there are several big and many small firms with similar product offerings. These companies adopt various strategies (agreements, partnerships, joint ventures, collaborations, geographic expansions, new product launches, and acquisitions) to increase their market shares and establish a strong foothold in the global market.

#### Reasons to Buy the Report:

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn helps the firms to garner a greater market share. Firms purchasing the report could use any one or a combination of the below-mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market shares.

The report provides insights on the following pointers:

**Market Penetration:** Comprehensive information on the product portfolios offered by the top players in the elemental analysis market. The report analyzes the elemental analysis market, by type, technology, and application

**Product Development/Innovation:** Detailed insights on the upcoming technologies, research and development activities, and new product launches in the elemental analysis market

**Market Development:** Comprehensive information about the lucrative emerging markets. The report analyzes the markets for various elemental analysis technologies across regions

**Market Diversification:** Exhaustive information about new products, untapped regions, recent developments, and investments in the elemental analysis market

**Competitive Assessment:** In-depth assessment of the market shares, strategies, products, distribution networks, and manufacturing capabilities of the leading players in the elemental analysis market

## Contents

### 1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
  - 1.3.1 MARKETS COVERED
  - 1.3.2 YEARS CONSIDERED FOR THE STUDY
- 1.4 CURRENCY
- 1.5 LIMITATIONS
- 1.6 STAKEHOLDERS

### 2 RESEARCH METHODOLOGY

- 2.1 RESEARCH METHODOLOGY STEPS
- 2.2 SECONDARY AND PRIMARY RESEARCH METHODOLOGY
  - 2.2.1 SECONDARY RESEARCH
    - 2.2.1.1 Key data from secondary sources
  - 2.2.2 PRIMARY RESEARCH
    - 2.2.2.1 Key industry insights
    - 2.2.2.2 Key data from primary sources
    - 2.2.2.3 Key insights from primary sources
- 2.3 MARKET SIZE ESTIMATION METHODOLOGY
- 2.4 MARKET FORECAST METHODOLOGY
- 2.5 MARKET DATA VALIDATION AND TRIANGULATION
- 2.6 ASSUMPTIONS

### 3 EXECUTIVE SUMMARY

- 3.1 INTRODUCTION
- 3.2 CURRENT SCENARIO
- 3.3 FUTURE OUTLOOK
- 3.4 CONCLUSION

### 4 PREMIUM INSIGHTS

- 4.1 GLOBAL ELEMENTAL ANALYSIS MARKET
- 4.2 ELEMENTAL ANALYSIS MARKET, BY REGION AND APPLICATION

#### 4.3 REGIONAL SNAPSHOT OF THE ELEMENTAL ANALYSIS MARKET

#### 4.4 ELEMENTAL ANALYSIS MARKET, BY TECHNOLOGY (2015 VS. 2020)

#### 4.5 ELEMENTAL ANALYSIS MARKET, BY TYPE

### 5 MARKET OVERVIEW

#### 5.1 INTRODUCTION

#### 5.2 MARKET SEGMENTATION

#### 5.3 MARKET DYNAMICS

##### 5.3.1 DRIVERS

5.3.1.1 New international cGMP & cGDP certification for pharmaceutical excipients

5.3.1.2 Growing food safety concerns

5.3.1.3 Increasing use of X-ray fluorescence in medical research

5.3.1.4 Use of atomic absorption spectroscopy (AAS) in the drug safety process in North America

5.3.1.5 Increasing life science R&D spending

##### 5.3.2 RESTRAINT

5.3.2.1 High cost of equipment

##### 5.3.3 OPPORTUNITIES

5.3.3.1 Emerging markets in India and China

5.3.3.2 Need to comply with revised USP guidelines

5.3.3.3 Increasing demand from applied markets

##### 5.3.4 CHALLENGE

5.3.4.1 Need for highly skilled professionals

### 6 INDUSTRY TRENDS

#### 6.1 INTRODUCTION

#### 6.2 PORTER'S FIVE FORCES ANALYSIS

##### 6.2.1 BARGAINING POWER OF SUPPLIERS

6.2.1.1 Presence of Large Number of Suppliers

6.2.1.2 Less Dependency on Single Supplier

##### 6.2.2 BARGAINING POWER OF BUYERS

6.2.2.1 Large Supplier Pool

##### 6.2.3 THREAT OF NEW ENTRANTS

6.2.3.1 Capital-intensive Market

6.2.3.2 Dominance of Existing Players

##### 6.2.4 THREAT OF SUBSTITUTES

6.2.4.1 Developing Technologies

## 6.2.5 INTENSITY OF COMPETITIVE RIVALRY

### 6.2.5.1 Presence of Small and Large Firms

## 6.3 SUPPLY CHAIN ANALYSIS

### 6.3.1 PROMINENT COMPANIES

### 6.3.2 SMALL AND MEDIUM ENTERPRISES

### 6.3.3 END USERS

### 6.3.4 KEY INFLUENCERS

#### 6.3.4.1 Investors, Venture Capitalists, and Funding Bodies

#### 6.3.4.2 Regulatory Bodies

#### 6.3.4.3 Academic Researchers/Organizations

## 7 ELEMENTAL ANALYSIS MARKET, BY TYPE

### 7.1 INTRODUCTION

### 7.2 ORGANIC ELEMENTAL ANALYSIS

### 7.3 INORGANIC ELEMENTAL ANALYSIS

## 8 ELEMENTAL ANALYSIS MARKET, BY TECHNOLOGY

### 8.1 INTRODUCTION

#### 8.1.1 DESTRUCTIVE TECHNOLOGIES

##### 8.1.1.1 Inductively Coupled Plasma-Atomic Emission Spectroscopy (ICP-AES)

##### 8.1.1.2 Inductively Coupled Plasma-Mass Spectroscopy (ICP-MS)

##### 8.1.1.3 Combustion Analysis

##### 8.1.1.4 Chemical Method

##### 8.1.1.5 Electroanalytical Method

#### 8.1.2 NONDESTRUCTIVE TECHNOLOGIES

##### 8.1.2.1 X-ray Fluorescence Spectroscopy (XRF)

##### 8.1.2.2 Fourier Transform Infrared Spectroscopy (FTIR)

##### 8.1.2.3 Optical Emission Spectrometry (OES):

## 9 ELEMENTAL ANALYSIS MARKET, BY APPLICATION

### 9.1 INTRODUCTION

### 9.2 LIFE SCIENCES

#### 9.2.1 PHARMACEUTICAL APPLICATIONS

#### 9.2.2 BIOTECHNOLOGY APPLICATIONS

#### 9.2.3 CLINICAL/DIAGNOSTIC APPLICATIONS

### 9.3 ENVIRONMENT TESTING

9.4 FOOD & BEVERAGE TESTING

9.5 GEOLOGY

9.6 OTHER APPLICATIONS

## **10 ELEMENTAL ANALYSIS MARKET, BY REGION**

10.1 INTRODUCTION

10.2 NORTH AMERICA

10.2.1 U.S.

10.2.2 CANADA

10.3 EUROPE

10.3.1 GERMANY

10.3.2 U.K.

10.3.3 FRANCE

10.3.4 ITALY

10.3.5 SPAIN

10.3.6 REST OF EUROPE (ROE)

10.4 ASIA

10.4.1 JAPAN

10.4.2 CHINA

10.4.3 INDIA

10.4.4 REST OF ASIA

10.5 REST OF THE WORLD (ROW)

10.5.1 LATIN AMERICA

10.5.2 MIDDLE EAST AND AFRICA

10.5.3 PACIFIC COUNTRIES

## **11 COMPETITIVE LANDSCAPE**

11.1 OVERVIEW

11.2 MARKET SHARE ANALYSIS

11.2.1 AGILENT TECHNOLOGIES, INC.

11.2.2 THERMO FISHER SCIENTIFIC, INC.

11.2.3 PERKINELMER, INC.

11.3 COMPETITIVE SITUATION AND TRENDS

11.3.1 NEW PRODUCT LAUNCHES

11.3.2 EXPANSIONS

11.3.3 ACQUISITIONS

11.3.4 AGREEMENTS, ALLIANCES, AND COLLABORATIONS

### 11.3.5 OTHER DEVELOPMENTS

## 12 COMPANY PROFILES

(Overview, Financials, Products & Services, Strategy, & Developments)\*

### 12.1 INTRODUCTION

### 12.2 AGILENT TECHNOLOGIES, INC.

### 12.3 THERMO FISHER SCIENTIFIC, INC.

### 12.4 PERKINELMER, INC.

### 12.5 AMETEK, INC.

### 12.6 BRUKER CORPORATION

### 12.7 HORIBA, LTD.

### 12.8 SHIMADZU CORPORATION

### 12.9 RIGAKU CORPORATION

### 12.10 ANALYTIK JENA AG

### 12.11 ELEMENTAR GROUP

\*Details on Financials, Product & Services, Strategy, & Developments might not be captured in case of unlisted companies.

## 13 APPENDIX

### 13.1 DISCUSSION GUIDE

### 13.2 COMPANY DEVELOPMENTS (2012–2015)

#### 13.2.1 AGILENT TECHNOLOGIES, INC.

#### 13.2.2 THERMO FISHER SCIENTIFIC, INC.

#### 13.2.3 PERKINELMER, INC.

#### 13.2.4 AMETEK, INC.

#### 13.2.5 BRUKER CORPORATION

#### 13.2.6 HORIBA, LTD.

#### 13.2.7 RIGAKU CORPORATION

#### 13.2.8 ANALYTIK JENA AG

#### 13.2.9 ELEMENTAR GROUP

### 13.3 INTRODUCING RT: REAL-TIME MARKET INTELLIGENCE

### 13.4 AVAILABLE CUSTOMIZATIONS

### 13.5 RELATED REPORTS

## List Of Tables

### LIST OF TABLES

Table 1 NEW INTERNATIONAL GMP & GDP CERTIFICATION: EXCIPACT IS PROPELLING THE GROWTH OF ELEMENTAL ANALYSIS MARKET

Table 2 HIGH COSTS OF EQUIPMENT IS RESTRAINING THE GROWTH OF THE ELEMENTAL ANALYSIS MARKET

Table 3 INDIA AND CHINA OFFER HUGE GROWTH POTENTIAL FOR THE ELEMENTAL ANALYSIS MARKET

Table 4 NEED FOR HIGHLY SKILLED PROFESSIONALS POSES A CHALLENGE TO MARKET GROWTH

Table 5 ELEMENTAL ANALYSIS MARKET SIZE, BY TYPE, 2013–2020 (\$MILLION)

Table 6 ORGANIC ELEMENTAL ANALYSIS MARKET SIZE, BY REGION, 2013–2020 (\$MILLION)

Table 7 INORGANIC ELEMENTAL ANALYSIS MARKET SIZE, BY REGION, 2013–2020 (\$MILLION)

Table 8 ELEMENTAL ANALYSIS MARKET SIZE, BY TECHNOLOGY, 2013–2020 (\$MILLION)

Table 9 ELEMENTAL ANALYSIS MARKET SIZE FOR DESTRUCTIVE TECHNOLOGIES, BY REGION, 2013–2020 (\$MILLION)

Table 10 ELEMENTAL ANALYSIS MARKET SIZE FOR NONDESTRUCTIVE TECHNOLOGIES, BY REGION, 2013–2020 (\$MILLION)

Table 11 ELEMENTAL ANALYSIS MARKET SIZE, BY APPLICATION, 2013–2020 (\$MILLION)

Table 12 ELEMENTAL ANALYSIS MARKET SIZE FOR LIFE SCIENCES , BY REGION, 2013–2020 (\$MILLION)

Table 13 ELEMENTAL ANALYSIS MARKET SIZE FOR ENVIRONMENT TESTING, BY REGION, 2013–2020 (\$MILLION)

Table 14 ELEMENTAL ANALYSIS MARKET SIZE FOR FOOD AND BEVERAGE TESTING, BY REGION, 2013–2020 (\$MILLION)

Table 15 ELEMENTAL ANALYSIS MARKET SIZE FOR GEOLOGY, BY REGION, 2013–2020 (\$MILLION)

Table 16 ELEMENTAL ANALYSIS MARKET SIZE FOR OTHER APPLICATIONS, BY REGION, 2013–2020 (\$MILLION)

Table 17 ELEMENTAL ANALYSIS MARKET SIZE, BY REGION, 2013–2020 (\$MILLION)

Table 18 NORTH AMERICA: ELEMENTAL ANALYSIS MARKET SIZE, BY COUNTRY, 2013–2020 (\$MILLION)



Table 19 NORTH AMERICA: ELEMENTAL ANALYSIS MARKET SIZE, BY TYPE, 2013–2020 (\$MILLION)

Table 20 NORTH AMERICA: ELEMENTAL ANALYSIS MARKET SIZE, BY TECHNOLOGY, 2013–2020 (\$MILLION)

Table 21 NORTH AMERICA: ELEMENTAL ANALYSIS MARKET SIZE, BY APPLICATION, 2013–2020 (\$MILLION)

Table 22 U.S.: ELEMENTAL ANALYSIS MARKET SIZE, BY TYPE, 2013–2020 (\$MILLION)

Table 23 U.S.: ELEMENTAL ANALYSIS MARKET SIZE, BY TECHNOLOGY, 2013–2020 (\$MILLION)

Table 24 U.S.: ELEMENTAL ANALYSIS MARKET SIZE, BY APPLICATION, 2013–2020 (\$MILLION)

Table 25 CANADA: ELEMENTAL ANALYSIS MARKET SIZE, BY TYPE, 2013–2020 (\$MILLION)

Table 26 CANADA: ELEMENTAL ANALYSIS MARKET SIZE, BY TECHNOLOGY, 2013–2020 (\$MILLION)

Table 27 CANADA: ELEMENTAL ANALYSIS MARKET SIZE, BY APPLICATION, 2013–2020 (\$MILLION)

Table 28 EUROPE: ELEMENTAL ANALYSIS MARKET SIZE, BY COUNTRY, 2013–2020 (\$MILLION)

Table 29 EUROPE: ELEMENTAL ANALYSIS MARKET SIZE, BY TYPE, 2013–2020 (\$MILLION)

Table 30 EUROPE: ELEMENTAL ANALYSIS MARKET SIZE, BY TECHNOLOGY, 2013–2020 (\$MILLION)

Table 31 EUROPE: ELEMENTAL ANALYSIS MARKET SIZE, BY APPLICATION, 2013–2020 (\$MILLION)

Table 32 GERMANY: ELEMENTAL ANALYSIS MARKET SIZE, BY TYPE, 2013–2020 (\$MILLION)

Table 33 GERMANY: ELEMENTAL ANALYSIS MARKET SIZE, BY TECHNOLOGY, 2013–2020 (\$MILLION)

Table 34 GERMANY: ELEMENTAL ANALYSIS MARKET SIZE, BY APPLICATION, 2013–2020 (\$MILLION)

Table 35 U.K.: ELEMENTAL ANALYSIS MARKET SIZE, BY TYPE, 2013–2020 (\$MILLION)

Table 36 U.K.: ELEMENTAL ANALYSIS MARKET SIZE, BY TECHNOLOGY, 2013–2020 (\$MILLION)

Table 37 U.K.: ELEMENTAL ANALYSIS MARKET SIZE, BY APPLICATION, 2013–2020 (\$MILLION)

Table 38 FRANCE: ELEMENTAL ANALYSIS MARKET SIZE, BY TYPE, 2013–2020

(\$MILLION)

Table 39 FRANCE: ELEMENTAL ANALYSIS MARKET SIZE, BY TECHNOLOGY, 2013–2020 (\$MILLION)

Table 40 FRANCE: ELEMENTAL ANALYSIS MARKET SIZE, BY APPLICATION, 2013–2020 (\$MILLION)

Table 41 ITALY: ELEMENTAL ANALYSIS MARKET SIZE, BY TYPE, 2013–2020 (\$MILLION)

Table 42 ITALY: ELEMENTAL ANALYSIS MARKET SIZE, BY TECHNOLOGY, 2013–2020 (\$MILLION)

Table 43 ITALY: ELEMENTAL ANALYSIS MARKET SIZE, BY APPLICATION, 2013–2020 (\$MILLION)

Table 44 SPAIN: ELEMENTAL ANALYSIS MARKET SIZE, BY TYPE, 2013–2020 (\$MILLION)

Table 45 SPAIN: ELEMENTAL ANALYSIS MARKET SIZE, BY TECHNOLOGY, 2013–2020 (\$MILLION)

Table 46 SPAIN: ELEMENTAL ANALYSIS MARKET SIZE, BY APPLICATION, 2013–2020 (\$MILLION)

Table 47 ROE: ELEMENTAL ANALYSIS MARKET SIZE, BY TYPE, 2013–2020 (\$MILLION)

Table 48 ROE: ELEMENTAL ANALYSIS MARKET SIZE, BY TECHNOLOGY, 2013–2020 (\$MILLION)

Table 49 ROE: ELEMENTAL ANALYSIS MARKET SIZE, BY APPLICATION, 2013–2020 (\$MILLION)

Table 50 ASIA: ELEMENTAL ANALYSIS MARKET SIZE, BY COUNTRY, 2013–2020 (\$MILLION)

Table 51 ASIA: ELEMENTAL ANALYSIS MARKET SIZE, BY TYPE, 2013–2020 (\$MILLION)

Table 52 ASIA: ELEMENTAL ANALYSIS MARKET SIZE, BY TECHNOLOGY, 2013–2020 (\$MILLION)

Table 53 ASIA: ELEMENTAL ANALYSIS MARKET SIZE, BY APPLICATION, 2013–2020 (\$MILLION)

Table 54 JAPAN: ELEMENTAL ANALYSIS MARKET SIZE, BY TYPE, 2013–2020 (\$MILLION)

Table 55 JAPAN: ELEMENTAL ANALYSIS MARKET SIZE, BY TECHNOLOGY, 2013–2020 (\$MILLION)

Table 56 JAPAN: ELEMENTAL ANALYSIS MARKET SIZE, BY APPLICATION, 2013–2020 (\$MILLION)

Table 57 CHINA: ELEMENTAL ANALYSIS MARKET SIZE, BY TYPE, 2013–2020 (\$MILLION)

Table 58 CHINA: ELEMENTAL ANALYSIS MARKET SIZE, BY TECHNOLOGY, 2013–2020 (\$MILLION)

Table 59 CHINA: ELEMENTAL ANALYSIS MARKET SIZE, BY APPLICATION, 2013–2020 (\$MILLION)

Table 60 INDIA: ELEMENTAL ANALYSIS MARKET SIZE, BY TYPE, 2013–2020 (\$MILLION)

Table 61 INDIA: ELEMENTAL ANALYSIS MARKET SIZE, BY TECHNOLOGY, 2013–2020 (\$MILLION)

Table 62 INDIA: ELEMENTAL ANALYSIS MARKET SIZE, BY APPLICATION, 2013–2020 (\$MILLION)

Table 63 ROA: ELEMENTAL ANALYSIS MARKET SIZE, BY TYPE, 2013–2020 (\$MILLION)

Table 64 ROA: ELEMENTAL ANALYSIS MARKET SIZE, BY TECHNOLOGY, 2013–2020 (\$MILLION)

Table 65 ROA: ELEMENTAL ANALYSIS MARKET SIZE, BY APPLICATION, 2013–2020 (\$MILLION)

Table 66 ROW: ELEMENTAL ANALYSIS MARKET SIZE, BY REGION, 2013–2020 (\$MILLION)

Table 67 ROW: ELEMENTAL ANALYSIS MARKET SIZE, BY TYPE, 2013–2020 (\$MILLION)

Table 68 ROW: ELEMENTAL ANALYSIS MARKET SIZE, BY TECHNOLOGY, 2013–2020 (\$MILLION)

Table 69 ROW: ELEMENTAL ANALYSIS MARKET SIZE, BY APPLICATION, 2013–2020 (\$MILLION)

Table 70 LATIN AMERICA: ELEMENTAL ANALYSIS MARKET SIZE, BY TYPE, 2013–2020 (\$MILLION)

Table 71 LATIN AMERICA: ELEMENTAL ANALYSIS MARKET SIZE, BY TECHNOLOGY, 2013–2020 (\$MILLION)

Table 72 LATIN AMERICA: ELEMENTAL ANALYSIS MARKET SIZE, BY APPLICATION, 2013–2020 (\$MILLION)

Table 73 MIDDLE EAST AND AFRICA: ELEMENTAL ANALYSIS MARKET SIZE, BY TYPE, 2013–2020 (\$MILLION)

Table 74 MIDDLE EAST AND AFRICA: ELEMENTAL ANALYSIS MARKET SIZE, BY TECHNOLOGY, 2013–2020 (\$MILLION)

Table 75 MIDDLE EAST AND AFRICA: ELEMENTAL ANALYSIS MARKET SIZE, BY APPLICATION, 2013–2020(\$MILLION)

Table 76 PACIFIC COUNTRIES: ELEMENTAL ANALYSIS MARKET SIZE, BY TYPE, 2013–2020 (\$MILLION)

Table 77 PACIFIC COUNTRIES: ELEMENTAL ANALYSIS MARKET SIZE, BY

TECHNOLOGY, 2013–2020 (\$MILLION)

Table 78 PACIFIC COUNTRIES: ELEMENTAL ANALYSIS MARKET SIZE, BY APPLICATION, 2013–2020 (\$MILLION)

Table 79 NEW PRODUCT LAUNCHES, 2012–2015

Table 80 EXPANSIONS, 2012–2015

Table 81 ACQUISITIONS, 2012–2015

Table 82 AGREEMENTS, PARTNERSHIPS, AND COLLABORATIONS, 2012–2015

Table 83 OTHER DEVELOPMENTS, 2012–2015

## List Of Figures

### LIST OF FIGURES

Figure 1 GLOBAL ELEMENTAL ANALYSIS MARKET: RESEARCH METHODOLOGY STEPS

Figure 2 SAMPLING FRAME: PRIMARY RESEARCH

Figure 3 BREAK DOWN OF PRIMARY INTERVIEWS: BY COMPANY TYPE, DESIGNATION, AND REGION

Figure 4 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

Figure 5 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH

Figure 6 MARKET FORECAST METHODOLOGY

Figure 7 DATA TRIANGULATION METHODOLOGY

Figure 8 INORGANIC ELEMENTAL ANALYSIS MARKET TO WITNESS THE HIGHEST CAGR FROM 2015 TO 2020

Figure 9 NONDESTRUCTIVE TECHNOLOGIES SEGMENT COMMANDS THE LARGEST SHARE IN 2015

Figure 10 THE ENVIRONMENT TESTING APPLICATION SEGMENT IS EXPECTED TO CONTINUE TO DOMINATE THE ELEMENTAL ANALYSIS MARKET IN THE FORECAST PERIOD

Figure 11 ASIA IS SLATED TO WITNESS THE HIGHEST GROWTH IN THE ELEMENTAL ANALYSIS MARKET IN THE FORECAST PERIOD

Figure 12 ELEMENTAL ANALYSIS: MARKET OVERVIEW

Figure 13 NORTH AMERICA DOMINATES THE ELEMENTAL ANALYSIS MARKET IN 2015

Figure 14 ASIA TO WITNESS HIGHEST GROWTH RATE DURING THE FORECAST PERIOD

Figure 15 NON-DESTRUCTIVE TECHNOLOGY COMMANDED THE LARGEST SHARE

Figure 16 INORGANIC ELEMENTAL ANALYSIS SEGMENT TO WITNESS HIGHEST GROWTH

Figure 17 ELEMENTAL ANALYSIS: MARKET SEGMENTATION

Figure 18 ELEMENTAL ANALYSIS MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

Figure 19 PORTER'S FIVE FORCES ANALYSIS: ELEMENTAL ANALYSIS MARKET

Figure 20 SUPPLY CHAIN: DIRECT DISTRIBUTION IS THE MOST PREFERRED STRATEGY FOLLOWED BY PROMINENT PLAYERS

Figure 21 INORGANIC ELEMENTAL ANALYSIS SEGMENT IS EXPECTED TO GROW AT A HIGHER RATE DURING THE FORECAST PERIOD

Figure 22 THE DESTRUCTIVE TECHNOLOGIES SEGMENT IS EXPECTED TO GROW AT A HIGHER RATE DURING THE FORECAST PERIOD

Figure 23 ELEMENTAL ANALYSIS MARKET FOR LIFE SCIENCES APPLICATIONS TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 24 NORTH AMERICA TO COMMAND THE LARGEST MARKET SHARE IN 2015

Figure 25 U.S. TO WITNESS HIGHEST GROWTH IN NORTH AMERICAN ELEMENTAL ANALYSIS MARKET

Figure 26 GERMANY TO WITNESS HIGHEST GROWTH IN THE EUROPEAN MARKET

Figure 27 CHINA, THE FASTEST-GROWING ELEMENTAL ANALYSIS MARKET IN ASIA

Figure 28 ROW ACCOUNTED FOR 9% OF THE GLOBAL ELEMENTAL ANALYSIS MARKET IN 2015

Figure 29 NEW PRODUCT LAUNCHES WAS THE KEY GROWTH STRATEGY ADOPTED BY MARKET PLAYERS

Figure 30 GLOBAL ELEMENTAL ANALYSIS, MARKET SHARE, BY KEY PLAYER, 2014

Figure 31 BATTLE FOR MARKET SHARE: NEW PRODUCT LAUNCHES WAS THE KEY STRATEGY(2012-2015)

Figure 32 GEOGRAPHIC REVENUE MIX OF TOP 3 MARKET PLAYERS

Figure 33 AGILENT TECHNOLOGIES, INC.: COMPANY SNAPSHOT

Figure 34 THERMO FISHER SCIENTIFIC, INC.: COMPANY SNAPSHOT

Figure 35 PERKINELMER, INC.: COMPANY SNAPSHOT

Figure 36 AMETEK, INC.: COMPANY SNAPSHOT

Figure 37 BRUKER CORPORATION: COMPANY SNAPSHOT

Figure 38 HORIBA, LTD.: COMPANY SNAPSHOT

Figure 39 SHIMADZU CORPORATION: COMPANY SNAPSHOT

Figure 40 ANALYTIK JENA AG: COMPANY SNAPSHOT

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