

# **Nucleic Acid Labeling Market by Product (Reagents & Kits, Services), Applications, Labeling Techniques (PCR, Nick Translation, Random Primer, In Vitro Transcription, Reverse Transcription, End Labeling), by Region - Global Forecast to 2020**

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## **Abstracts**

The global nucleic acid labeling market is expected to USD 1,925.7 million by 2020 from USD 1271.8 million in 2015, at a CAGR of 8.65% between 2015 and 2020. By product, the market includes reagents & kits and services. The reagents & kits segment is further divided into labels and probes. Further the labels and probes segment are divided into radioactive and non-radioactive labels and probes respectively. Based on labeling technique, the market is segmented into PCR, nick translation, random primer, in vitro transcription, reverse transcription, and end labeling. The PCR segment will hold the largest share of the nucleic acid labeling market in 2015.

The geographic segments included in this report are North America, Europe, Asia, and Rest of the World (RoW). North America is expected to account for the largest share in the global the nucleic acid labeling market in 2015. Asia is expected to register the fastest growth.

The growth of this market is mainly driven by the increasing healthcare expenditure impacting personalized health technologies, increase in genomics research, rise in disease diagnosis, and increase in R&D spending. The emerging economies provides new growth opportunities and utilization of low to medium throughput technologies provides new growth trends to players in the nucleic acid labeling market.

A combination of bottom-up and top-down approaches was used to calculate the market sizes and growth rates of the global nucleic acid labeling market and its subsegments.

All percentage shares, splits, and breakdowns were determined using secondary sources and verified through primary sources. All possible parameters that affect the markets covered in this research study have been accounted for, viewed in extensive detail, verified through primary research, and analyzed to get the final quantitative and qualitative data. Primary interviews with key opinion leaders were also used to determine the percentage shares of each subsegment and the relative differences in growth rates. The report provides qualitative insights about growth rates, and market drivers for all subsegments. It maps market sizes and growth rates for each subsegment and identifies segments poised for rapid growth in each geographic segment. The report also includes company profiles of market leaders.

#### Reasons to Buy the Report:

The report will enable both established firms and new entrants to gauge the pulse of the market and to help them make important strategic growth decisions.

The report provides insights on the following:

**Product Development/Innovation:** Product portfolios of the top players in the nucleic acid labeling market. Detailed insights on upcoming technologies, research and development activities, and new product launches in the insights on upcoming technologies market.

**Competitive Assessment:** In-depth assessment of market shares, strategies, geographic and business segments, and product portfolios of the leading players in the nucleic acid labeling market.

**Market Development:** Comprehensive information about lucrative emerging markets. The report analyzes the market for various nucleic acid labeling across geographies.

**Market Diversification:** Exhaustive information about new products, recent developments, and investments in the nucleic acid labeling market

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