

# **qPCR Reagents Market by Detection (Dye-based, Probe-based), Packaging (qPCR Core Kits, Master Mixes), End User (Hospitals, Diagnostic Centers, Academia, Research Labs, CRO), Application (Diagnostic, Research, Forensic) - Global Forecasts to 2020**

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## **Abstracts**

The Global qPCR reagents market is poised to reach ~USD 1,893.9 million by 2020 From USD 1,307.0 million in 2015, growing at a CAGR of 7.7%, during 2015 to 2020. North America is expected to hold the largest share of the global qPCR reagents market in 2015. Market growth of qPCR reagents is being propelled by rising patient population base for infectious diseases & genetic disorders, coupled with growing geriatric population, technological advancements in the life sciences sector, increasing public-private investments, funds, and grants for PCR-based research, and the successful completion of the human genome project. However, technical limitations associated with qPCR are restraining the growth of this market.

In this report, the global qPCR reagents market is segmented on the basis detection method (dye-based and probe & primer-based qPCR reagents), packaging type (core kits and mastermixes), end user (hospitals and diagnostic centers, research laboratories and academic institutes, pharmaceutical and biotechnology companies, clinical research organizations, and forensic laboratories), and application (diagnostic, research, and forensic).

The qPCR core kits segment is expected to account for the larger share of the global qPCR reagents market in 2015, followed by mastermixes. Significant demand growth for qPCR core kits is owing to low prices of core kits (as compared to mastermixes),

flexibility offered to end users (as it is best suited for researchers to develop independent reaction protocols), growing private-public funding for life science research, and increasing market availability of qPCR core kits across major countries.

Geographically, North America (comprising the U.S. and Canada) is expected to command the largest share of the global qPCR reagents market in 2015, followed by Europe. Asia-Pacific is poised to grow at the highest CAGR during the forecast period, owing to factors such as growing incidences of criminal cases across the globe, improving knowledge about human and microbial genome, increasing laboratory automation in forensic laboratories, and various statistical and technical advancements in the field of qPCR.

The global qPCR reagents market is highly competitive, with various global as well as local players. In 2014, the global qPCR reagents devices market was dominated by Thermo Fisher Scientific (U.S.), Bio-Rad Laboratories Inc. (U.S.), and Qiagen N.V. (Netherlands); which together accounted for ~75.0% of the qPCR reagents market. New product launches, agreements, collaborations, partnerships, geographic expansions, mergers, demergers, strategic acquisitions, awareness campaigns, and offering research fund & grants are the major strategies adopted by most market players to achieve growth in the global qPCR reagents market.

### **Reasons to Buy the Report:**

From an insight perspective, this research report has focused on various levels of analysis such as market share analysis of the top ten players and company profiles, which together comprise and discuss the basic views on the competitive landscape, emerging and high-growth segments of the qPCR reagents market, and high-growth regions and their respective drivers, restraints, challenges, and opportunities.

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn help firms to garner higher 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 qPCR reagents offered

by the top 10 players in the global market. The report analyzes the qPCR reagents market by detection method, packaging type, end user, and application across key geographic regions

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

**Market Development:** Comprehensive information on lucrative emerging markets. The report analyzes the markets for various qPCR reagents across key geographic regions

**Market Diversification:** Exhaustive information about new products, untapped geographies, recent developments, and investments in the global qPCR reagents market

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

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