

# Emerging Indian NIPT Market

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## Abstracts

Our dedicated team of industry experts intensively monitored and analyzed all the emerging trends in the global molecular diagnostics market. According to their assessment, NIPT has fast emerged as the quickest growing segment. Players, who are actively establishing their base in the US, are also fanning out to the EU and APAC regions. Interestingly, despite catching up on the Chinese, Japanese and Australian markets, players are yet to enter the Indian market. This report has been made to act as a pristine source of business intelligence for players looking to enter the highly lucrative Indian NIPT market.

In their latest research study “Emerging Indian NIPT Market”, RNCOS analysts have identified various factors to showcase the immense potential of the Indian NIPT market. These factors like the number of births by the age of mother, rural and urban split of such births; affordability for NIPT; and regulatory scenario have been prudently analyzed to reflect a clear picture of the immense possibilities in the Indian NIPT market.

The report provides a depiction of macro-economic factors and healthcare infrastructure relevant in the context of NIPT. Our study reveals that in India, NIPT will be eagerly adopted by the booming IVF clinics that are witnessing a huge surge in fertility tourism. Also, India is home to a rapidly expanding network of pathology labs. In order to differentiate themselves from competition, organized players in the Indian diagnostic services market are looking forward to adopting new tests.

RNCOS has used its expertise in the Indian IVF and diagnostic services market to provide a relevant snapshot of these markets in the report. Leading players in both markets have been profiled with details about their infrastructure and analysis of their strengths and weaknesses, which will prove to be of value to NIPT players looking for partnering opportunities in India. Besides, to offer a glimpse of NIPT players in the

global market to the diagnostic services players looking forward for partnerships and collaborations, detailed profiling of NIPT players, including the description of their test offering along with strengths and weaknesses analysis of their NIPT business has been provided.

The report also includes the findings from another RNCOS survey namely “Gynecologists survey to assess the potential for NIPT in India.” The survey was done between September-December 2012 with around 100 leading gynecologists in India. The key findings reveal that currently the awareness level of NIPT is very low in India. But when made aware about the benefits of NIPT, all gynecologists agreed that if launched tactfully, such a technology would have a tremendous scope to revolutionize the prenatal diagnosis scenario in India.

Insights from analysts will prove to be invaluable for NIPT players looking forward to entering the Indian market. Analysts have prudently assessed various factors to critically evaluate different possible business models and device apt marketing strategies. The report is a must buy for all players interested in the Indian NIPT market.

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