

North America Microplate Reader Market Forecast to 2031 - Regional Analysis - by Type (Single-Mode Microplate Readers and Multi-Mode Microplate Readers), Application (Drug Discovery, Clinical Diagnostics, Genomics and Proteomics Research, and Others), and End User (Biotechnology and Pharmaceutical Companies, Hospital and Diagnostic Laboratories, and Research and Academic Institutes)

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Abstracts

The North America microplate reader market was valued at approximately US\$ 274.79 million in 2023 and is projected to grow to around US\$ 423.84 million by 2031, reflecting a compound annual growth rate (CAGR) of 5.6% during the forecast period from 2023 to 2031.

Growth Drivers in the Pharmaceutical Sector

The surge in research and development (R&D) investments within the pharmaceutical industry is a significant factor propelling the North America microplate reader market. Globally, there is an increasing emphasis on drug discovery, with the US biopharmaceutical sector leading the way in the development of innovative therapeutics. The Pharmaceutical Research and Manufacturers of America (PhRMA) represents the foremost biopharmaceutical research companies in the United States, and in 2023, its member companies reported R&D expenditures of approximately US\$ 96 billion worldwide. This substantial investment underscores the commitment of pharmaceutical companies to advance drug discovery, gene sequencing, and the development of targeted proteins to address the growing healthcare demands.

The rise of personalized medicine is also contributing to the heightened demand for genetic studies. Precision medicine leverages an individual's genomic data to provide tailored treatments for specific conditions. The increasing incidence of chronic diseases has led to a greater need for biologics, orphan disease drugs, and personalized therapies. In February 2020, the National Human Genome Research Institute (NHGRI) announced a new precision medicine and genomics initiative aimed at enhancing the tools available for diagnosing and treating diseases. The advancements in genomics and proteomics are pivotal trends that are driving the growth of the microplate reader market. Consequently, the increased funding for drug discovery and development activities in the biotechnology and pharmaceutical sectors is significantly boosting the demand for microplate readers. Major companies like Pfizer and Novartis are heavily investing in R&D for new drugs, relying on the high-throughput screening capabilities of modern microplate readers to expedite their research processes.

Overview of the North America Microplate Reader Market

The North America microplate reader market is segmented into three primary regions: the United States, Canada, and Mexico. The growth of this market in North America is characterized by a rising demand for advanced and rapid processing technologies among biopharmaceutical and biotechnology firms, the presence of key market players, and extensive R&D activities conducted by various academic and research institutions.

In North America, the United States represents the largest market for microplate readers. The expansion of the US microplate reader market can be attributed to a significant increase in life science research activities, including genomic and proteomic studies, drug discovery, and clinical diagnostics. For instance, in January 2020, Illumina, Inc. announced a strategic partnership with Roche aimed at accelerating genomic research and enhancing access to genomic technologies. The company is also focused on introducing new products and software, which is expected to further stimulate genomic research. This growth in genomic research is anticipated to positively influence the adoption of microplate readers in the US. Additionally, the increasing number of product launches driven by the demand for advanced processing technologies is expected to create lucrative growth opportunities for the US microplate reader market throughout the forecast period. Notably, in November 2020, Enzo Biochem, a US-based diagnostic company, launched a compact and portable microplate reader designed for clinical diagnostics.

Market Segmentation Analysis

The North America microplate reader market is categorized based on type, application, end user, and country.

By Type: The market is divided into single-mode microplate readers and multi-mode microplate readers. In 2023, the single-mode microplate readers segment held a larger share of the market. This segment is further divided into absorbance plate readers, fluorescence plate readers, and luminescence plate readers. The multi-mode microplate readers segment includes filter-based readers, monochromator-based readers, and hybrid readers.

By Application: The market is segmented into drug discovery, clinical diagnostics, genomics and proteomics research, and others. The drug discovery segment accounted for the largest share of the market in 2023.

By End User: The market is categorized into biotechnology and pharmaceutical companies, hospital and diagnostic laboratories, and research and academic institutes. The biotechnology and pharmaceutical companies segment held the largest market share in 2023.

By Country: The market is segmented into the US, Canada, and Mexico, with the US dominating the market share in 2023.

Key Players in the Market

Prominent companies operating in the North America microplate reader market include Hercuvan Lab Systems, Molecular Devices LLC, Thermo Fisher Scientific Inc., BMG LABTECH, Promega Corp, Revvity Inc., Bio-Rad Laboratories Inc., Tecan Trading AG, Lonza Group AG, and Agilent Technologies Inc. These companies are key players in the development and distribution of microplate readers, contributing to the market's growth and innovation.

Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players and segments in the North America microplate reader market.

Highlights key business priorities in order to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in the North America microplate reader, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth market trends and outlook coupled with the factors driving the market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin security interest with respect to client products, segmentation, pricing and distribution.

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