

# **Immuno Oncology Assays Market Size, Trends, Analysis, and Outlook By Products and Services (Consumables, Instruments, Software & Services), By Technology (PCR, Immunoassay, NGS, ISH, Flow Cytometry), By Indication (Lung Cancer, Breast Cancer, Colorectal Cancer, Bladder Cancer, Melanoma, Others), By Application (Research Applications, Clinical Diagnostics), by Country, Segment, and Companies, 2024-2032**

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## **Abstracts**

The global Immuno Oncology Assays market size is poised to register 11.1% growth from 2024 to 2032, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Immuno Oncology Assays market across By Products and Services (Consumables, Instruments, Software & Services), By Technology (PCR, Immunoassay, NGS, ISH, Flow Cytometry), By Indication (Lung Cancer, Breast Cancer, Colorectal Cancer, Bladder Cancer, Melanoma, Others), By Application (Research Applications, Clinical Diagnostics)

The immuno-oncology assays market is characterized by the increasing focus on cancer immunotherapy and immune checkpoint inhibitors, advancements in biomarker detection and immune profiling technologies, and the growing need for companion diagnostics and patient stratification strategies. By 2030, the market is poised to witness steady growth, driven by innovations in immune cell profiling, cytokine analysis, and immune response monitoring. Further, expanding applications in cancer immunotherapy trials, biomarker discovery, and treatment monitoring are expected to drive market expansion, enabling biopharmaceutical companies, clinical laboratories, and research

institutions to assess immune function, predict treatment responses, and develop personalized immunotherapies through immuno-oncology assays that offer sensitivity, specificity, and multiplexing capabilities for immune monitoring and cancer immunology research in the immuno-oncology market and precision oncology field.

## Immuno Oncology Assays Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Immuno Oncology Assays market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Immuno Oncology Assays survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Immuno Oncology Assays industry.

## Key market trends defining the global Immuno Oncology Assays demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

## Immuno Oncology Assays Market Segmentation- Industry Share, Market Size, and Outlook to 2032

The Immuno Oncology Assays industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Immuno Oncology Assays companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

## Key strategies adopted by companies within the Immuno Oncology Assays industry

Leading Immuno Oncology Assays companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging

demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Immuno Oncology Assays companies.

### Immuno Oncology Assays Market Study- Strategic Analysis Review

The Immuno Oncology Assays market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

**Industry Dynamics:** Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

**Strategic Insights:** Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

**Internal Strengths and Weaknesses:** Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

**Future Possibilities:** Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

### Immuno Oncology Assays Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Immuno Oncology Assays industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three case scenarios- low case, reference case, and high case scenarios.

### Immuno Oncology Assays Country Analysis and Revenue Outlook to 2032

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2032. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2032.

North America Immuno Oncology Assays Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong healthcare infrastructure. Leading companies focus on new product launches in the changing environment. The US healthcare expenditure is expected to grow to \$4.8 trillion in 2024 (around 3.7% growth in 2024), potentially driving demand for various Immuno Oncology Assays market segments. Similarly, Strong market demand is encouraging Canadian Immuno Oncology Assays companies to invest in niche segments. Further, as Mexico continues to strengthen its relations and invest in technological advancements, the Mexico Immuno Oncology Assays market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Immuno Oncology Assays Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Immuno Oncology Assays industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Immuno Oncology Assays market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

Asia Pacific Immuno Oncology Assays Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Immuno Oncology Assays in Asia Pacific. In particular, China, India, and South East Asian Immuno Oncology Assays markets present a compelling outlook for 2032, acting as a magnet for both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes

in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

**Latin America Immuno Oncology Assays Market Size Outlook- Continued urbanization and rising income levels**

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

**Middle East and Africa Immuno Oncology Assays Market Size Outlook- continues its upward trajectory across segments**

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Immuno Oncology Assays market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Immuno Oncology Assays.

**Immuno Oncology Assays Market Company Profiles**

The global Immuno Oncology Assays market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are Abbott Laboratories Inc, Agilent Technologies Inc, ASURAGEN Inc, bioMérieux SA, Bio-Rad Laboratories Inc, Charles River Laboratories Inc, Creative Biolabs, F. Hoffmann-La Roche Ltd, Guardant Health Inc, HTG Molecular Diagnostics Inc, Illumina Inc, Invivoscribe Inc, Merck Millipore, Meso Scale Diagnostics Llc, Myriad Genetics Inc, NanoString Technologies Inc, NMI Technologietransfer GmbH, PerkinElmer Inc, Qiagen N.V., ReachBio LLC , Sartorius AG, Seegene Inc, Thermo Fisher Scientific Inc.

**Recent Immuno Oncology Assays Market Developments**

The global Immuno Oncology Assays market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

## Immuno Oncology Assays Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

### Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

### Market Segmentation:

By Products and Services

Consumables

Instruments

Software & Services

By Technology

PCR

Immunoassay

NGS

ISH

Flow Cytometry

By Indication

Lung Cancer

Breast Cancer

Colorectal Cancer

Bladder Cancer

Melanoma

Others

By Application

Research Applications

Clinical Diagnostics

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

## Middle East Africa (5 markets)

## Companies

Abbott Laboratories Inc

Agilent Technologies Inc

ASURAGEN Inc

bioMérieux SA

Bio-Rad Laboratories Inc

Charles River Laboratories Inc

Creative Biolabs

F. Hoffmann-La Roche Ltd

Guardant Health Inc

HTG Molecular Diagnostics Inc

Illumina Inc

Invivoscribe Inc

Merck Millipore

Meso Scale Diagnostics Llc

Myriad Genetics Inc

NanoString Technologies Inc

NMI Technologietransfer GmbH



PerkinElmer Inc

Qiagen N.V.

ReachBio LLC

Sartorius AG

Seegene Inc

Thermo Fisher Scientific Inc

Formats Available: Excel, PDF, and PPT

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Software & Services

By Technology

PCR

Immunoassay

NGS

ISH

Flow Cytometry

By Indication

Lung Cancer

Breast Cancer

Colorectal Cancer

Bladder Cancer

Melanoma

Others

By Application

Research Applications

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  - Charles River Laboratories Inc
  - Creative Biolabs
  - F. Hoffmann-La Roche Ltd
  - Guardant Health Inc
  - HTG Molecular Diagnostics Inc
  - Illumina Inc
  - Invivoscribe Inc
  - Merck Millipore
  - Meso Scale Diagnostics Llc
  - Myriad Genetics Inc
  - NanoString Technologies Inc

NMI Technologietransfer GmbH  
PerkinElmer Inc  
Qiagen N.V.  
ReachBio LLC  
Sartorius AG  
Seegene Inc  
Thermo Fisher Scientific Inc.

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