

# Microbiology Testing Market Size, Trends, Analysis, and Outlook By Product (Equipment, Reagents), By Application (Pharmaceuticals, Diagnostics, Food and Beverage Testing, Environmentals, Cosmetics, Others), by Region, Country, Segment, and Companies, 2024-2030

<https://marketpublishers.com/r/ME9D6739B800EN.html>

Date: March 2024

Pages: 190

Price: US\$ 3,980.00 (Single User License)

ID: ME9D6739B800EN

## Abstracts

The global Microbiology Testing market size is poised to register 7.72% growth (CAGR) from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Microbiology Testing market By Product (Equipment, Reagents), By Application (Pharmaceuticals, Diagnostics, Food and Beverage Testing, Environmentals, Cosmetics, Others).

The future of microbiology testing is shaped by advancements in automation, digitalization, and artificial intelligence aimed at transforming traditional microbiological methods into faster, more accurate, and cost-effective testing solutions. Key trends include the adoption of rapid microbial detection technologies, such as flow cytometry, impedance spectroscopy, and biosensor-based assays, for high-throughput screening of microbial contaminants, pathogens, and spoilage organisms in various industries, including pharmaceuticals, food and beverage, and cosmetics. Additionally, there is a growing emphasis on the integration of cloud-based data management systems, remote monitoring capabilities, and predictive analytics into microbiology testing workflows for real-time data analysis, quality control monitoring, and trend analysis, enabling proactive risk management and continuous process improvement. Moreover, advancements in sample preparation techniques, culture-independent methods, and whole-genome sequencing are driving innovation in microbiology testing methodologies that offer greater sensitivity, specificity, and scalability for microbial identification and

characterization, driving continuous improvement and adoption of microbiology testing solutions in quality assurance, regulatory compliance, and product safety assurance across diverse industries..

## Microbiology Testing 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 Microbiology Testing market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Microbiology Testing 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 Microbiology Testing industry.

## Key market trends defining the global Microbiology Testing 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.

## Microbiology Testing Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Microbiology Testing 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 Microbiology Testing companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

## Key strategies adopted by companies within the Microbiology Testing industry

Leading Microbiology Testing 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 Microbiology Testing companies.

### Microbiology Testing Market Study- Strategic Analysis Review

The Microbiology Testing 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.

### Microbiology Testing Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Microbiology Testing 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 2030 in three case scenarios- low case, reference case, and high case scenarios.

### Microbiology Testing Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. 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 2030.

**North America Microbiology Testing 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 end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various Microbiology Testing market segments. Similarly, Strong end-user demand is encouraging Canadian Microbiology Testing companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Microbiology Testing market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Microbiology Testing Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Microbiology Testing 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 businesses in identifying and leveraging new growth prospects positions the European Microbiology Testing 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 Microbiology Testing 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 Microbiology Testing in Asia Pacific. In particular, China, India, and South East Asian Microbiology Testing markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers 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 markets in the region.

## Latin America Microbiology Testing 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 Microbiology Testing 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 Microbiology Testing market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Microbiology Testing.

## Microbiology Testing Market Company Profiles

The global Microbiology Testing 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, Agilent Technologies Inc, Becton Dickinson and Company, Biomerieux SA, Bio-Rad Laboratories Inc, Bruker Corp, Danaher Corp, F. Hoffmann-La Roche Ltd, Hologic Corp, Merck KGaA, NEOGEN Corp, Shimadzu Corp, Thermo Fisher Scientific Inc.

## Recent Microbiology Testing Market Developments

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

## Microbiology Testing Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (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 Type

Stationary 3D and 4D Ultrasound Devices

Portable 3D and 4D Ultrasound Devices

### By Display

Color Ultrasound

B/W Ultrasound

### By Portability

Trolley or Cart-Based Ultrasound Systems

Compact/Handheld Ultrasound Systems

Point-of-Pare (PoC) Ultrasound Systems

By Application

Radiology or General Imaging

Obstetrics or Gynecology

Cardiology

Urology

Vascular

Orthopedic and Musculoskeletal

Pain Management

Others

By End-User

Hospitals

Surgical Centers and Diagnostic Centers

Maternity Centers

Ambulatory Care Centers

Research and Academia

Others

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

Agilent Technologies Inc

Becton Dickinson and Company

Biomerieux SA

Bio-Rad Laboratories Inc

Bruker Corp

Danaher Corp

F. Hoffmann-La Roche Ltd

Hologic Corp

Merck KGaA

NEOGEN Corp

Shimadzu Corp

Thermo Fisher Scientific Inc

Formats Available: Excel, PDF, and PPT

*Microbiology Testing Market Size, Trends, Analysis, and Outlook By Product (Equipment, Reagents), By Applicati...*



## Contents

### 1. EXECUTIVE SUMMARY

- 1.1 Microbiology Testing Market Overview and Key Findings, 2024
- 1.2 Microbiology Testing Market Size and Growth Outlook, 2021- 2030
- 1.3 Microbiology Testing Market Growth Opportunities to 2030
- 1.4 Key Microbiology Testing Market Trends and Challenges
  - 1.4.1 Microbiology Testing Market Drivers and Trends
  - 1.4.2 Microbiology Testing Market Challenges
- 1.5 Competitive Landscape and Key Players
- 1.6 Competitive Analysis- Growth Strategies Adopted by Leading Microbiology Testing Companies

### 2. MICROBIOLOGY TESTING MARKET SIZE OUTLOOK TO 2030

- 2.1 Microbiology Testing Market Size Outlook, USD Million, 2021- 2030
- 2.2 Microbiology Testing Incremental Market Growth Outlook, %, 2021- 2030
- 2.3 Segment Snapshot, 2024

### 3. MICROBIOLOGY TESTING MARKET- STRATEGIC ANALYSIS REVIEW

- 3.1 Porter's Five Forces Analysis
  - \* Threat of New Entrants
  - \* Threat of Substitutes
  - \* Intensity of Competitive Rivalry
  - \* Bargaining Power of Buyers
  - \* Bargaining Power of Suppliers
- 3.2 Value Chain Analysis
- 3.3 SWOT Analysis

### 4. MICROBIOLOGY TESTING MARKET SEGMENTATION ANALYSIS AND OUTLOOK

- 4.1 Market Segmentation and Scope
- 4.2 Market Breakdown by Type, Application, and Other Segments, 2021-2030
  - By Type
    - Stationary 3D and 4D Ultrasound Devices
    - Portable 3D and 4D Ultrasound Devices

By Display  
Color Ultrasound  
B/W Ultrasound  
By Portability  
Trolley or Cart-Based Ultrasound Systems  
Compact/Handheld Ultrasound Systems  
Point-of-Pare (PoC) Ultrasound Systems  
By Application  
Radiology or General Imaging  
Obstetrics or Gynecology  
Cardiology  
Urology  
Vascular  
Orthopedic and Musculoskeletal  
Pain Management  
Others  
By End-User  
Hospitals  
Surgical Centers and Diagnostic Centers  
Maternity Centers  
Ambulatory Care Centers  
Research and Academia  
Others  
4.3 Growth Prospects and Niche Opportunities, 2023- 2030  
4.4 Regional comparison of Market Growth, CAGR, 2023-2030

## **5. REGION-WISE MARKET OUTLOOK TO 2030**

5.1 Key Findings for Asia Pacific Microbiology Testing Market, 2025  
5.2 Asia Pacific Microbiology Testing Market Size Outlook by Type, 2021- 2030  
5.3 Asia Pacific Microbiology Testing Market Size Outlook by Application, 2021- 2030  
5.4 Key Findings for Europe Microbiology Testing Market, 2025  
5.5 Europe Microbiology Testing Market Size Outlook by Type, 2021- 2030  
5.6 Europe Microbiology Testing Market Size Outlook by Application, 2021- 2030  
5.7 Key Findings for North America Microbiology Testing Market, 2025  
5.8 North America Microbiology Testing Market Size Outlook by Type, 2021- 2030  
5.9 North America Microbiology Testing Market Size Outlook by Application, 2021- 2030  
5.10 Key Findings for South America Microbiology Testing Market, 2025  
5.11 South America Pacific Microbiology Testing Market Size Outlook by Type, 2021-

2030

5.12 South America Microbiology Testing Market Size Outlook by Application, 2021-2030

5.13 Key Findings for Middle East and Africa Microbiology Testing Market, 2025

5.14 Middle East Africa Microbiology Testing Market Size Outlook by Type, 2021- 2030

5.15 Middle East Africa Microbiology Testing Market Size Outlook by Application, 2021-2030

## **6. COUNTRY-WISE MARKET SIZE OUTLOOK TO 2030**

6.1 US Microbiology Testing Market Size Outlook and Revenue Growth Forecasts

6.2 US Microbiology Testing Industry Drivers and Opportunities

6.3 Canada Market Size Outlook and Revenue Growth Forecasts

6.4 Canada Microbiology Testing Industry Drivers and Opportunities

6.6 Mexico Market Size Outlook and Revenue Growth Forecasts

6.6 Mexico Microbiology Testing Industry Drivers and Opportunities

6.7 Germany Market Size Outlook and Revenue Growth Forecasts

6.8 Germany Microbiology Testing Industry Drivers and Opportunities

6.9 France Market Size Outlook and Revenue Growth Forecasts

6.10 France Microbiology Testing Industry Drivers and Opportunities

6.11 UK Market Size Outlook and Revenue Growth Forecasts

6.12 UK Microbiology Testing Industry Drivers and Opportunities

6.13 Spain Market Size Outlook and Revenue Growth Forecasts

6.14 Spain Microbiology Testing Industry Drivers and Opportunities

6.16 Italy Market Size Outlook and Revenue Growth Forecasts

6.16 Italy Microbiology Testing Industry Drivers and Opportunities

6.17 Rest of Europe Market Size Outlook and Revenue Growth Forecasts

6.18 Rest of Europe Microbiology Testing Industry Drivers and Opportunities

6.19 China Market Size Outlook and Revenue Growth Forecasts

6.20 China Microbiology Testing Industry Drivers and Opportunities

6.21 India Market Size Outlook and Revenue Growth Forecasts

6.22 India Microbiology Testing Industry Drivers and Opportunities

6.23 Japan Market Size Outlook and Revenue Growth Forecasts

6.24 Japan Microbiology Testing Industry Drivers and Opportunities

6.26 South Korea Market Size Outlook and Revenue Growth Forecasts

6.26 South Korea Microbiology Testing Industry Drivers and Opportunities

6.27 Australia Market Size Outlook and Revenue Growth Forecasts

6.28 Australia Microbiology Testing Industry Drivers and Opportunities

6.29 South East Asia Market Size Outlook and Revenue Growth Forecasts

- 6.30 South East Asia Microbiology Testing Industry Drivers and Opportunities
- 6.31 Rest of Asia Pacific Market Size Outlook and Revenue Growth Forecasts
- 6.32 Rest of Asia Pacific Microbiology Testing Industry Drivers and Opportunities
- 6.33 Brazil Market Size Outlook and Revenue Growth Forecasts
- 6.34 Brazil Microbiology Testing Industry Drivers and Opportunities
- 6.36 Argentina Market Size Outlook and Revenue Growth Forecasts
- 6.36 Argentina Microbiology Testing Industry Drivers and Opportunities
- 6.37 Rest of South America Market Size Outlook and Revenue Growth Forecasts
- 6.38 Rest of South America Microbiology Testing Industry Drivers and Opportunities
- 6.39 Middle East Market Size Outlook and Revenue Growth Forecasts
- 6.40 Middle East Microbiology Testing Industry Drivers and Opportunities
- 6.41 Africa Market Size Outlook and Revenue Growth Forecasts
- 6.42 Africa Microbiology Testing Industry Drivers and Opportunities

## **7. MICROBIOLOGY TESTING MARKET OUTLOOK ACROSS SCENARIOS**

- 7.1 Low Growth Case
- 7.2 Reference Growth Case
- 7.3 High Growth Case

## **8. MICROBIOLOGY TESTING COMPANY PROFILES**

- 8.1 Profiles of Leading Microbiology Testing Companies in the Market
  - 8.2 Business Descriptions, SWOT Analysis, and Growth Strategies
  - 8.3 Financial Performance and Key Metrics
- Abbott Laboratories
  - Agilent Technologies Inc
  - Becton Dickinson and Company
  - Biomerieux SA
  - Bio-Rad Laboratories Inc
  - Bruker Corp
  - Danaher Corp
  - F. Hoffmann-La Roche Ltd
  - Hologic Corp
  - Merck KGaA
  - NEOGEN Corp
  - Shimadzu Corp
  - Thermo Fisher Scientific Inc

## **9. APPENDIX**

- 9.1 Scope of the Report
- 9.2 Research Methodology and Data Sources
- 9.3 Glossary of Terms
- 9.4 Market Definitions
- 9.5 Contact Information

## I would like to order

Product name: Microbiology Testing Market Size, Trends, Analysis, and Outlook By Product (Equipment, Reagents), By Application (Pharmaceuticals, Diagnostics, Food and Beverage Testing, Environmentals, Cosmetics, Others), by Region, Country, Segment, and Companies, 2024-2030

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