

# Asia & Global Assay Market Data 2016 Analysis & Forecast to 2024

*This article provides an overview about the project report on Asia & Global Assay Market Data, Analysis during the forecast period 2016 to 2024*

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-- [Assay Market](#): Introduction

There is a familiar word "Essay" which means writing on a particular topic. But there is another word "Assay" which has similar pronunciation but have different meaning and use.

Inspection or testing is done to determine the components in a particular substance termed as Assay. For instance, to determine the level of thyroid hormones in the blood of a person suspected of being hypothyroid (or hyperthyroid) or an assay may be done of a vaccine to determine its potency.

Assay can be broadly categorized into Cell-based assay and Bio-chemical based assay and Metallurgical based assay.

**Cell-based Assay:** It refers to measure virtually cellular or biochemical functions. For instance to determine cell proliferation, motility, toxicity Cell based Assay is been used.

**Bio-chemical Assay:** It refers to the procedure to determine the concentration or any biological activity of a substance to measure its effect on an organism or tissue compared with a standard preparation. Biological substances are like vitamins, hormone, plant growth factor, antibiotic or enzyme.

**Metallurgical Based Assay:** It refers to do testing or inspection of a metal or Ore to determine its ingredients and quality.

The Assay market is growing very fast because to deliver fine and error free material to the



market assaying is must.

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Assay market: Market Driver

The major factors which are responsible for the growth of cell based assay market are:

- Growing drug related research
- Rise in demand for biological drugs
- Growing demand of toxicity screening in drugs
- Need to reduce cost associated with a drug discovery
- Emergence of technologies such as advanced detection technologies and 3D cell based assays.

The major factor which can be responsible for the growth of Bio-chemical assay market would be to increase efficiency of the substance and to reduce cost of materials used to form that substance.

And the major factor responsible for Metallurgical assay would be to produce metal without any impurity at low cost because metals are precious to test as they are in used from jewelry to bullion bars.

There are some constraints which need to be figured out such as:

- Lack of skilled professionals
- Stringent intellectual property rights
- High cost of instruments

Assay market: Market Segmentation

Cell based market is been segmented by products, by application, and by end user.

By product segmentation includes:

- Consumables
- Reagents & Assay Kits
- Micro plates
- Cell Lines
- Other Consumables
- Instruments
- Services
- Software

By application segmentation includes:

- Drug Discovery
- Basic Research
- ADME Studies

- Predictive Toxicology

By end user segmentation includes:

- Pharmaceutical & Biotechnology Companies
- Academic & Government Institutions
- Contract Research Organizations

Bio-chemical assay market is been segmented by types and by techniques:

By Types segmentation includes:

- Biochemical ADP accumulation
- Biochemical binding
- Biochemical binding/kinetic
- Biochemical competitive binding
- Biochemical coregulator interaction
- Biochemical europium phosphor-specific activity
- Biochemical phosphor-specific activity (no antibody)
- Biochemical terbium phosphor-specific activity

By techniques segmentation includes

- Adapta
- Predictor hERG
- LanthaScreen Kinase Binding Assay
- PolarScreen
- LanthaScreen NR Co-regulator Interaction Assay
- LanthaScreen Activity Assay
- Z'-LYTE

Metallurgical assay market is been segmented by types and it includes:

- Stone assay(hand test)
- X-ray fluorescence
- Fire Assay

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Assay market: Market Analysis

As per the study of Assay market, Cell based assay market is growing on a rapid base. It has broad way of applications in basic research, drug discovery and ADME studies. On the basis of geography the North America, Europe and Asia is growing in this sector.

America

The cell based assay market is showing good opportunities for drug clinics or other pharmacy

companies the global assay market is growing and it is expected to reach around \$18000 million USD by 2020 by growing with the CAGR of more than 10%.

## Asia

The demand for life science products in emerging Asian nations such as China and India is growing at a robust rate compared to developed countries. The Asian markets, especially China and India, have a large number of CROs that offer drug discovery services to serve pharmaceutical and biotechnology companies which ultimately drives cell-based assays market.

### Assay market: Major market players

The major market players in Cell based assay market are:

Becton, Dickinson and Company (U.S.), Merck & Co, Inc. (U.S.), Danaher Corporation (U.S.), Thermo Fisher Scientific, Inc. (U.S.), PerkinElmer, Inc. (U.S.), Cell Signaling Technology, Inc. (U.S.), Cisbio Bioassays (France), DiscoverX (U.S.), General Electric Company (U.S.), and Promega Corporation (U.S.).

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