

Microbiology Culture Market Set to Boom: USD 22.05 Billion by 2032 with 9.2% CAGR Growth | Merck KGaA, Sartorius AG

According to a study by Coherent Market Insights, and is expected to grow at a CAGR of 9.2% in terms of revenue over the forecast period (2025-2032).

BURLINGAME, CA, UNITED STATES, December 5, 2025 /EINPresswire.com/ -- The Global [Microbiology Culture Market](#) size is estimated at USD 11.91 billion in 2025 and is expected to reach USD 22.05 billion by 2032, registering a CAGR of 9.2%. The microbiology culture market is expanding steadily, supported by rising demand for accurate pathogen detection, growing prevalence of infectious diseases, and increased use of culture media in clinical diagnostics, pharmaceuticals, and food safety testing. Advancements in microbial identification technologies, along with expanding R&D activities in biotechnology and life sciences, are further driving market growth across global laboratories.

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Global Microbiology Culture Market Key Takeaways

Culture media segment is expected to have the largest market share in 2025 at around 44.5% due to the importance in microbiological research, diagnostics, and quality control.

Bacterial culture segment is projected to contribute 25.5% of market share in 2025 due to its basic usage in healthcare, agricultural, and industrial sectors.



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Microbiology Culture Market

Liquid culture segment is projected to capture a market share of about 35.4% in 2025.

North America is projected to lead the market with a share of 40.5% in 2025, with support of advanced laboratory infrastructure and high adoption of automated culture systems.

Asia Pacific is expected to be fastest-growing region with estimated market share of 24.3% in 2025, driven by rising investment in healthcare diagnostics and research facilities.

Rising Demand for Microbial Culture in Water Testing

The rising attention towards water safety and quality is driving microbiology culture market demand in industrial and municipal sectors. Laboratories are using more advanced microbial identification systems and tools to detect contaminants in water samples accurately. This trend is adding to growth of microbiology culture market, where there is an increase in investments in water testing technologies.

Government regulations and stringent safety standards are driving an increase in frequent microbial testing, which is good for microbiology culture industry. Water testing laboratories are upgrading their workflows with automated solutions to improve efficiency and accuracy. As a result, microbiology culture market report shows an increasing interest from the environmental monitoring agencies and industrial testing labs.

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High Costs of Culture Media and Equipment Challenge

Rising costs of reagents and equipment are significantly affecting microbiology culture market demand and limiting the investments of small labs. The high cost of automated systems and microbial identification tools also impacts microbiology culture market size. This forms a barrier for laboratories looking to expand their ability to perform microbiology testing efficiently.

Additionally, procurement of specialized laboratory consumables for microbiology contributes to operational expenses, impacting the overall microbiology culture market demand in emerging regions. Clinical and research labs often do not upgrade in time because of budget restrictions, which means newer technologies take a long time to be adopted. Efficient planning and cost optimization are important to keep the profitability going on.

Rapid and Automated Culture Systems Drive Opportunities

The adoption of automated culture systems is creating significant opportunities in microbiology culture market, enabling faster and more accurate microbial testing. Laboratories are

increasingly relying on automation to streamline workflows and reduce manual errors. This trend is expected to enhance overall efficiency in microbial diagnostics.

Integration of advanced microbial identification systems with automation technologies is further boosting microbiology culture market demand. The use of these systems allows laboratories to process larger sample volumes with consistent quality. As a result, adoption of rapid and automated culture platforms is becoming a key factor in expanding laboratory capabilities globally.

Emerging Trends for Microbiology Culture Market

Rising Use of Microbial Monitoring in Water & Food Testing

Growing awareness of contamination risks is driving microbiology culture market as more labs are investing in quality testing. Many facilities now use digital applications to monitor the condition of samples in real time. This change is also driving higher dependence on clinical microbiology testing market.

Expansion of Industrial Bioprocessing Applications

Biotech and fermentation industries are rapidly adopting microbial culture methods to enhance production yields. The rising industrial adoption is improving microbiology culture market share across multiple sectors. Growing investments also support microbial identification systems market for precise organism profiling.

Adoption of Automated and High-Throughput Platforms

Labs are moving toward faster workflows as automation reduces manual handling and improves reliability. This change is strengthening the demand for detailed microbiology culture market for technology planning. It also aligns with advancements in automated culture systems market, which support faster results.

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Analyst's View

"The global microbiology culture market is poised for steady growth as clinical diagnostics and food-safety testing demand more reliable and high-throughput solutions. Companies offering automated culture systems, advanced microbial identification, and high-quality consumables are well-positioned to capture market opportunities. Continued investment in laboratory automation, rapid testing platforms, and quality control solutions is expected to drive broader adoption across healthcare, pharma, and food industries," said a senior analyst at CMI.

Competitor Insights

Key companies operating in microbiology culture market report include:

Thermo Fisher Scientific
Merck KGaA
Sartorius AG
Danaher Corporation
Lonza Group Ltd
Becton, Dickinson and Company
Bio-Rad Laboratories
FUJIFILM Irvine Scientific
HiMedia Laboratories
Corning Incorporated
Avantor Inc
GE Healthcare
Ajinomoto Co., Inc.
Caisson Laboratories
PAN-Biotech GmbH

Recent Developments

In June 2025, the Align Foundation partnered with ATCC to develop the world's largest public, AI-ready microbial phenotyping dataset, covering 1,000 microbial strains across 1,000 cultivation conditions.

In March 2025, Merck announced a decision to invest in brand-new Bioprocessing Production Center in Daejeon, South Korea, with investment of over €300 million. The facility will support biotech manufacturing with dry powder cell culture media, process liquids, small-scale pre-GMP production, and sterile sampling systems.

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