

Publication abstract

Subject class: [Diagnostics](#), [Cell Analysis](#), [Molecular Diagnostics](#), [Point-of-Care](#), [Life Sciences](#), [Business Development](#), [Market Data](#).

Diagnostics Business Analysis Series: Technologies, Application, Products & Services for Cell Based Assays – ABA 413 March 2017

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Adams Business Associates: Global Library of Growth Areas in Diagnostics in depth Information and Business Analyses - (191 pages). Price: GB £ 2,750.

Target audience: Chief executives, marketing and sales managers, business development managers, R&D Managers, Investors and Analysts.

This report is part of the series of global reports on the fast growing and evolving areas in Human Healthcare Diagnostics. The reports each take a total business view covering the Technologies, Usage, Markets, Regulations & Reimbursement, together with the business environment that impacts commercial activity. Cell Based Assays differ from the other diagnostics market reports for Molecular Diagnostics (MDx, ABA 298) and Point-of-Care Testing (POCT, ABA 310) in that they have extensive use in research, particularly for Drug Development, as well as Clinical applications.

All of the business elements are used to provide a unique analysis of the Cell Based Assay markets to understand the issues faced by companies in the sector and particularly the fast developing technology platforms with their impact on usage. In addition to the use of Cell Based Assay products and services for direct human healthcare the report includes analysis of, such as Drug Discovery and basic cellular pathway investigations. Specific attention is given to the growing area of Non-Invasive Testing for genetic defects of the unborn and Circulating Tumour Cells (CTCs). These applications are growing as a direct result of technology advances described in the report.

Special individual approaches for this report among the growing number of market analyses for Cell Based Assays are the coverage of the commercial players with their strategic development into the market and use of strategic marketing tools for analysis of the sector. The tools not only show the market position for the range of platforms and their applications but also how they demonstrate the marketing and business development strategies that are available to an individual company. These tools are also used to demonstrate the impact of technology advances.

The primary objective of the report is to review and analyse all the elements that impact the development of the Cell Based Analysis sector. The sections are:

- Technology Procedures for Cell Based Assays.
- Applications of Cell Based Assays.
- Regulatory, Reimbursement & Ethical Impact for Cell Based Assays.
- Market Segments & Quantification for Cell Based Assays.
- Company Profiles & Status for Cell Based Assays, 2016..
- Strategic Market Implications for Cell Based Assays.

The Cell Based Assay market sector is strongly led by the impact of technology advances and the novel information that has followed. There are many areas where availability of more routine and fully integrated systems have opened up new market areas and increased knowledge that in turn has driven development of new applications and totally new markets. Alongside this drive the necessary changes in structure and reimbursement budgets are reviewed with the ways that have been found to satisfy the mix of ethical concerns in various countries. Special attention is given to use of Cell Based Assays in Drug Discovery, particularly High Throughput and High Content analysis methods, and the closely related study of Cell Pathways for both basic research and healthcare applications.

All Diagnostic Business Analysis Series reports include market quantification with regional breakdown, segment analysis with commercial aspects and the critical business development features that support future direction of the sector analysed.
