



Flow Cytometry Market Leaders Must Look to Reagent Segment for Growth in 2011

Researchers demand wider array of antibody product offerings from preferred suppliers for proteins of interest

Carlsbad, Calif. – August 9, 2011 – Today, [Percepta Associates](#) announced the launch of the [2011 Flow Cytometry Series 1 Life Science Dashboard™](#) market research report. This report provides rapid access to actionable key market indicators for both reagents and instruments in the flow cytometry market, such as market size, competitive shares, growth rates, customer satisfaction/ propensity to switch, and end-user practices. Additionally, market share (share of mention) information is presented for the following key flow cytometry market segments:

- Primary antibodies directly labeled with fluorophores
- Secondary antibodies directly labeled with fluorophores
- Kits or reagents for used to label antibodies with fluorophores
- Flow cytometry instruments

Leading suppliers for the flow cytometry reagent segments include Becton Dickinson (NYSE: BDX), Life Technologies (NASDAQ: LIFE) and eBioscience. The leading supplier in the research market for flow cytometry instruments is Becton Dickinson, with Beckman Coulter (Munich: BEC.MU) also capturing significant share. Findings show that while the market for flow cytometry reagents is projected to grow at a rate of approximately 7%, market growth for flow cytometry instruments is expected to be relatively flat. Additional findings reveal that about half of flow cytometry reagent users expressed an interest in switching primary suppliers commonly citing a need for better performance or lower pricing.

“The flow cytometry reagent market continues to grow at an attractive rate, while demand for instruments in the near future appears to be relatively consistent with the current level. It is clear from this study that customers are looking for improved performance as well as expanded antibody offerings for key protein classes identified in this new report.” said Raunakk Advanie, Analyst at Percepta Associates. ***“This dashboard will help companies identify where key growth opportunities lie so they can steer the direction of their businesses accordingly.”***

Flow cytometry is a commonly used technique to count and examine cells. With a range of applications in immunology and disease research, and in the diagnosis of cancer, flow cytometers are widely used by scientists in academia and industry. Flow cytometry reagents represent a key growth area in the life sciences industry as suppliers continue improving products and services in this market. The [Flow Cytometry Series 1 Life Science Dashboard™](#) was developed from a 32-question survey completed by 368 scientists predominantly located in North America and Europe.

To view Flow Cytometry dashboard sample data and the survey questionnaire visit:

http://perceptaassociates.com/publications/11_flow_cytometry_overview.shtml

[Life Science Dashboards™](#) are readily accessible sources of current, segment-specific, market research. Designed and implemented by industry veterans, each dashboard provides key life science market indicators compiled from the survey responses of qualified decision-makers and researchers actively using life science research products. Unlike other market research reports, Percepta's Dashboards feature an “at-a-glance” format that provides rapid access to actionable key market indicators in an easy to understand framework, including:

- Market size
- Market share
- Market growth and sample/reaction throughput rates
- Customer satisfaction
- Propensity to switch
- Competitive intensity
- Perceived pricing
- Top suppliers
- Technique usage frequency
- Fastest growing techniques
- Primary downstream applications

About Percepta

Founded in 2005 in Carlsbad, California Percepta Associates is a specialized consultancy providing expert market research, strategic business planning, portfolio management, product and corporate branding and marketing communications services to life science research suppliers globally. For more information visit: www.perceptaassociates.com

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