



Quantitative Immunoassay Research Product Market Presents Attractive Opportunity for Market Share Gain

The New Quantitative Immunoassay Life Science Dashboard™ from Percepta Associates projects significant potential for switching primary immunoassay product suppliers

Carlsbad, Calif. – April 21, 2011 – Today, Percepta Associates announced the launch of the 2011 [Quantitative Immunoassay Series 1 Life Science Dashboard™](#) market research report. This report provides rapid access to actionable key market indicators for the immunoassays market – such as market size, market shares, growth rates, customer satisfaction/propensity to switch and end-user practices, in an 'at a glance' easy to understand format, for the following immunoassay market segments:

- Standard Colorimetric or Chemiluminescent ELISA
- Fluorescent ELISA
- Electrochemiluminescence Immunoassays
- Bead-based Immunoassays

Leading suppliers for these immunoassay segments include R&D Systems, Life Technologies, Millipore, Meso Scale Discovery and Bio-Rad. However, findings reveal almost 50% of the respondents, in all of the segments surveyed, expressed an interest in switching primary suppliers.

“The quantitative immunoassays market is growing at an attractive rate. This study shows that customers are looking for improved performance and better pricing in the use of immunoassays”, said Alison Rowland, Co-founder and Principal at Percepta Associates.

Immunoassays are commonly used laboratory tests to identify and quantify proteins. It is increasingly used by scientists in academia and industry for a range of applications in cancer, immunology and disease research. The Quantitative Immunoassay Series 1 Life Science Dashboard™ was developed from responses to a 25-question survey completed by 525 scientists predominantly located in North America and Europe.

To view the Quantitative Immunoassay dashboard sample data and the survey questionnaire visit: http://www.perceptaassociates.com/publications/11_quantitative_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

CONTACT:

Percepta Associates Inc.

Alison Rowland

Co-founder and Principal

877-597-9236

ARowland@perceptaassociates.com