



## Opportunities for Life Science Suppliers Plentiful in Rapidly Growing and Diverse MicroRNA Research Markets

Segment leaders Invitrogen and Applied Biosystems face many niche competitors - revealed in [new market research report](#) from Percepta Associates profiling North American MicroRNA (miRNA) market

Carlsbad, CA – October 27, 2008 – Today Percepta Associates Inc. announced the release of [miRNA Analysis in North America: A research market report for life science tool providers](#). This report presents an overview of current technologies in use, supplier audits, product indexes, detailed end-user perspectives, miRNA market size and growth estimates and concludes with a supplier opportunity analysis. This is the first in the new report series [Trends & Opportunities in Early Growth Markets](#) designed to provide life science suppliers with a comprehensive profile of promising developing markets.

According to North American researchers, **Invitrogen** (NASDAQ: IVGN) and **Applied Biosystems** (NYSE: ABI) have the deepest market penetration, but multiple suppliers including **Exiqon** (Copenhagen: EXQ.CO), **Qiagen** (NASDAQ:QGEN), **Integrated DNA Technologies**, **Agilent** (NYSE: A), **Roche Applied Sciences** (VTX: ROG.VX), **Affymetrix** (NASDAQ: AFFX), and **ThermoFisher Scientific** (NYSE:TMO), including Open Biosystems and Dharmacon, have captured significant share positions in this wide open and diverse early growth research segment.

Product segments analyzed in this report are:

- miRNA Purification
- miRNA Cloning
- miRNA Microarray Labeling
- miRNA Microarrays
- miRNA Sequencing
- miRNA qRT-PCR
- miRNA Functional Analysis: Inhibitors and Over-expression
- miRNA Localization
- miRNA Target Analysis

*“Relative to efforts to decipher the genome, microRNA research is still relatively new and is important because of its role in gene regulation and gene expression.” said Scott Provost, Principal at Percepta.*  
*“The big tools suppliers will do well in this segment, but the broad set of existing technologies employed in microRNA research lends itself to multiple niche market participants as well. This report emphasizes the myriad of opportunities for supply companies large and small.”*

To view sample content from the *MicroRNA Analysis In North America* report visit:  
[http://www.perceptaassociates.com/publications/08\\_Micro\\_RNA\\_overview.shtml](http://www.perceptaassociates.com/publications/08_Micro_RNA_overview.shtml)

**About Percepta**

Founded in 2005 in Carlsbad, California Percepta Associates serves a rapidly growing roster of global bioscience clients. Percepta is a specialized consultancy providing expert market research, strategic business planning, portfolio management, product and corporate branding and marketing communications services. Percepta also publishes the *Life Science Dashboard™* series of reports providing segment specific key market indicators at a glance to life science professionals and investors. For more information visit [www.perceptaassociates.com](http://www.perceptaassociates.com)

**CONTACT:**

Percepta Associates Inc.

Scott Provost

Phone: 760 597 9236

Email: [sprovost@perceptaassociates.com](mailto:sprovost@perceptaassociates.com)