

MARKET REPORT



Biomarkers Market by Product (Consumables, Services), Type (Predictive, Pharmacodynamic, Safety), Application (Diagnostics, Drug Discovery, Personalized Medicine) & by Disease Indication (Cardiovascular, Immunological) - Global Forecast to 2020

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In this report, the biomarkers market is segmented on the basis of product, type, application, disease indication, and geography. The product segments included in this report are consumables, services, software. The type segments included in this report are safety biomarkers, efficacy biomarkers, and validation biomarkers. The applications segments included in this report are diagnostics development, drug discovery and development, personalized medicine, disease risk assessment, and other applications. The disease indications segments included in this report are cancer, cardiovascular disorders, neurological disorders, immunological disorders, and other diseases.

The geographic segments included in this report are North America, Europe, Asia, and the Rest of the World (RoW).

The growth of this market is mainly driven by increasing healthcare expenditure, increase in R&D spending, increasing utility of biomarkers for diagnostics, increasing number of CROs, the low cost of clinical trials in developing countries, and new initiatives for biomarker research. The high growth potential in emerging markets and the increasing adoption of personalized medicine and companion diagnostics provides new growth opportunities to players in the biomarkers market.

A combination of bottom-up and top-down approaches were used to calculate the market sizes and growth rates of the global biomarkers market and its subsegments. Secondary information was used to identify overall revenue, geographic reach, and product portfolios of market players. Estimates of the biomarkers market segment revenues were validated through primary interviews. Primary interviews with key opinion leaders were also used to determine the percentage shares of each subsegment and the relative differences in growth rates.

The report provides qualitative insights on key market shares, growth rates, and market drivers for important subsegments. It maps the market sizes and growth rates of each segment and identifies segments poised to witness rapid growth. The report includes company profiles and a competitive landscape of the biomarkers market. The company profiles include the financial performances, product portfolios, and developments of each company, whereas, the competitive landscape covers the growth strategies adopted by industry players over the last three years. The report also includes analyses of industry developments such as acquisitions, agreements, collaborations & partnerships; new product launches; and other developments.

Reasons to Buy the Report:

The report will enable both established firms and new entrants to gauge the pulse of the market and make important strategic growth decisions.

The report provides insights on the following:

- Product Development/Innovation: Product portfolios of the top players in the biomarkers market. Detailed

insights on upcoming technologies, R&D activities, and new product launches in the biomarkers market

- **Competitive Assessment:** In-depth assessment of market shares, strategies, geographic and business segments, and product portfolios of the leading players in the biomarkers market
- **Market Development:** Comprehensive information about lucrative emerging markets. The report analyzes the market for various biomarkers across geographies
- **Market Diversification:** Exhaustive information about new products, recent developments, and investments in the biomarkers market

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