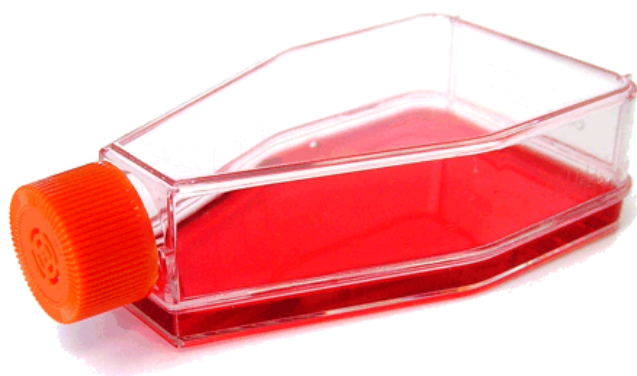


## Chinese cell culture market is fueled by bovine serum

26 September 2012 | News | By BioSpectrum Bureau

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**Singapore:** A new market research report by Percepta Associates revealed that growth of Chinese cell culture market is driven largely by fetal bovine serum. The report is called '2012 Chinese Cell Culture Life Science Dashboard' and provides rapid access to actionable key market indicators for the Chinese cell culture market.

Several market indicators such as market size, share, growth, downstream applications and competitive landscape are reported. The new cell culture dashboard was developed based on aggregated responses to a 21-question survey, which was completed by 398 Chinese scientists actively engaged in mammalian cell culture.

The various cell culture market segments that were analyzed, include basal media, fetal bovine serum, animal sera, balanced salt solutions, serum free media, dry powdered media (not for bacterial propagation), growth and attachment factors and stem cell culture reagents.

In a market exhibiting attractive double digit growth rates, the most significant revenue opportunity was found to lie in the Chinese fetal bovine serum market. This is in contrast to findings that were recently reported in Percepta's Series Four Cell Culture Life Science Dashboard focused on North American and European markets. Growth and attachment factors is another smaller but attractive segment with a high growth rate and high respondent interest in switching suppliers.

Percepta reports a very similar competitive landscape in the Chinese market as seen in North American and European markets with Life Technologies, Thermo Fisher and Sigma leading the field.