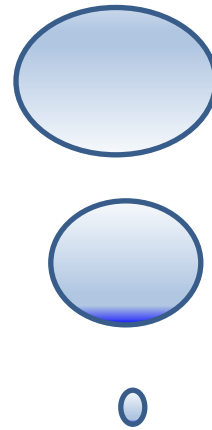




**In Situ Hybridization:  
Market Shares, Strategies, and Forecasts,  
Worldwide, 2018 to 2024**



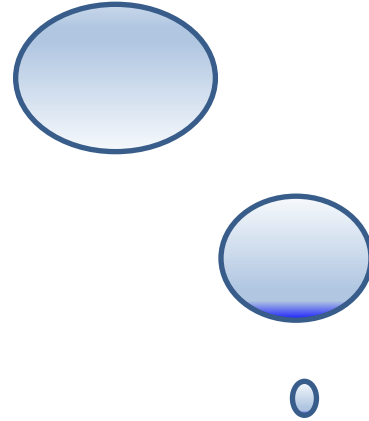
**In Situ Hybridization Reagents Make It Possible To Visualize Expression  
Of Virtually Any Gene In Individual Cells While Retaining Valuable Tissue  
Morphology Information**



# WinterGreen Research, INC.

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WinterGreen Research, Inc.  
Lexington, Massachusetts



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**CHECK OUT THESE KEY TOPICS**

**In Situ Hybridization: Single Cell Cancer Diagnostics in Tissue, Lowering the Total Cost of Diagnosing, Improving Quality, Leading Care Revolution**

In Situ Hybridization  
Molecular Diagnostics  
Cervical Cancer Stain  
Fish Steps Reduction  
Fluorescence In Situ  
Hybridization (FISH)  
In Situ Hybridization (ISH)  
FISH Probe Kit  
Cancer

Chromosomal Abnormalities  
Infectious Diseases  
Inflammatory Diseases  
Fluorescence In Situ  
Hybridization (FISH)  
Chromogenic In Situ  
Hybridization (CISH)  
Human Genetic Tests  
Microbial Tests

In Vitro Diagnostics  
System for the Analysis of  
Solid Tumors  
Hybridization Technique  
Detection of Long Non-  
Coding DNA  
Coding RNA

**In Situ Hybridization: Technology Evolves To Provide Better Management of Diagnoses for Cancer, Infectious Disease, Chromosomal Abnormalities, Inflammatory Disease**

**In Situ Hybridization: Market Shares, Strategies, and Forecasts, Worldwide, 2018-2024**

LEXINGTON, Massachusetts (February 28, 2018) – WinterGreen Research announces that it has published a new study **In Situ Hybridization: Market Shares, Strategy, and Forecasts, Worldwide, 2018 to 2024**. The 2018 study has 242 pages, 83 tables and figures. Worldwide markets are poised to achieve continuing growth as In Situ Hybridization is used in diagnostic situations to analyze single cells inside tissue. Managing single cell diagnostics in real time, encouraging collaborative business efforts. Lowering transaction management costs is a key benefit.

In situ hybridization (ISH) is a type of hybridization that uses a labeled complementary DNA, RNA or modified nucleic acids strand (i.e., probe) to localize a specific DNA or RNA sequence in a portion or section of tissue (in situ), or, if the tissue is small enough (e.g., plant seeds, Drosophila embryos), in the entire tissue (whole mount ISH), in cells, and in circulating tumor cells (CTCs).

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**Advances in RNA in situ hybridization transform molecular detection with morphological context enabling new applications. Scientists use RNA ISH to extract data dimensions.**

**Immunohistochemistry (IHC) and RNA in situ Hybridization are widely used technologies sharing the unique capacity to analyze a marker at the single cell level while preserving the morphological context. In different situations, IHC and ISH are used in conjunction to validate data or provide complementary information.**

**In situ hybridization (ISH) is a powerful technique for localizing specific nucleic acid targets within fixed tissues and cells, allowing users to obtain temporal and spatial information about gene expression and genetic loci. While the basic workflow of ISH is similar to that of blot hybridizations—the nucleic acid probe is synthesized, labeled, purified, and annealed with the specific target—the difference is the greater amount of information gained by visualizing the results within the tissue.**

**The global market for In Situ Hybridization (ISH) at \$4.3 billion in 2017 is anticipated to reach \$7.8 billion by 2024. CAGR of 7.8% in the next five years (2017 to 2024). Increasing diagnosis and growing incidence & prevalence of cancer, technology advancements in therapeutics, increasing government initiatives globally are expected to drive the growth of the market in the coming years.**

**WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company has 35 distributors worldwide, including Global Information Info Shop, Market Research.com, Research and Markets, electronics.ca, Bloomberg, and Thompson Financial.**

**WinterGreen Research is positioned to help customers facing challenges that define the modern enterprises. The increasingly global nature of science, technology and engineering is a reflection of the implementation of the globally integrated enterprise. Customers trust wintergreen research to work alongside them to ensure the success of the participation in a particular market segment.**

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Key Words: In Situ Hybridization, Molecular Diagnostics, Cervical Cancer Stain, Fish Steps Reduction, Fluorescence In Situ Hybridization (FISH), In Situ Hybridization (ISH), FISH Probe Kit, Cancer, Chromosomal Abnormalities, Infectious Diseases, Inflammatory Diseases, Fluorescence In Situ Hybridization (FISH), Chromogenic In Situ Hybridization (CISH), Human Genetic Tests, Microbial Tests, In Vitro Diagnostics, System for the Analysis of Solid Tumors, Hybridization Technique, Detection of Long Non-, Coding DNA, Coding RNA

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## **Companies Profiled**

### **Market Leaders**

**Leica Biosystems Nussloch GmbH  
Thermo Fisher Scientific  
F. Hoffmann-La Roche AG  
Abbott Laboratories  
Agilent Technologies  
PerkinElmer  
Qiagen / Exiqon A/S  
Merck KGaA  
BioGenex Laboratories  
BioTechne / Advanced Cell Diagnostics (ACD)**

## **In Situ Hybridization: Market Shares, Strategies, and Forecasts, Worldwide, 2018 to 2024**

### **Report Methodology**

This is the 735th report in a series of primary market research reports that provide forecasts in communications, telecommunications, the Internet, computer, software, telephone equipment, health equipment, and energy. Automated process and significant growth potential are priorities in topic selection. The project leaders take direct responsibility for writing and preparing each report. They have significant experience preparing industry studies. Forecasts are based on primary research and proprietary data bases.

The primary research is conducted by talking to customers, distributors and companies. The survey data is not enough to make accurate assessment of market size, so WinterGreen Research looks at the value of shipments and the average price to achieve market assessments. Our track record in achieving accuracy is

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unsurpassed in the industry. We are known for being able to develop accurate market shares and projections. This is our specialty.

The analyst process is concentrated on getting good market numbers. This process involves looking at the markets from several different perspectives, including vendor shipments. The interview process is an essential aspect as well. We do have a lot of granular analysis of the different shipments by vendor in the study and addenda prepared after the study was published if that is appropriate.

Forecasts reflect analysis of the market trends in the segment and related segments. Unit and dollar shipments are analyzed through consideration of dollar volume of each market participant in the segment. Installed base analysis and unit analysis is based on interviews and an information search. Market share analysis includes conversations with key customers of products, industry segment leaders, marketing directors, distributors, leading market participants, opinion leaders, and companies seeking to develop measurable market share.

Over 200 in depth interviews are conducted for each report with a broad range of key participants and industry leaders in the market segment. We establish accurate market forecasts based on economic and market conditions as a base. Use input/output ratios, flow charts, and other economic methods to quantify data. Use in-house analysts who meet stringent quality standards.

Interviewing key industry participants, experts and end-users is a central part of the study. Our research includes access to large proprietary databases. Literature search includes analysis of trade publications, government reports, and corporate literature.

Findings and conclusions of this report are based on information gathered from industry sources, including manufacturers, distributors, partners, opinion leaders, and users. Interview data was combined with information gathered through an extensive review of internet and printed sources such as trade publications, trade associations, company literature, and online databases. The projections contained in this report are checked from top down and bottom up analysis to be sure there is congruence from that perspective.

The base year for analysis and projection is 2016. With 2010 and several years prior to that baseline, market projections were developed for 2017 through 2023. These projections are based on a combination of a consensus among the opinion leader contacts interviewed combined with understanding of the key market drivers and their impact from a historical and analytical perspective.

The analytical methodologies used to generate the market estimates are based on penetration analyses, similar market analyses, and delta calculations to supplement independent and dependent variable analysis. All analyses are displaying selected descriptions of products and services.

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This research includes reference to an ROI model that is part of a series that provides IT systems financial planners access to information that supports analysis of all the numbers that impact management of a product launch or large and complex data center. The methodology used in the models relates to having a sophisticated analytical technique for understanding the impact of workload on processor consumption and cost.

WinterGreen Research has looked at the metrics and independent research to develop assumptions that reflect the actual anticipated usage and cost of systems. Comparative analyses reflect the input of these values into models.

The variables and assumptions provided in the market research study and the ROI models are based on extensive experience in providing research to large enterprise organizations and data centers. The ROI models have lists of servers from different manufacturers, Systems z models from IBM, and labor costs by category around the world. This information has been developed from WinterGreen research proprietary data bases constructed as a result of preparing market research studies that address the software, energy, healthcare, telecommunications, and hardware businesses.

### YOU MUST HAVE THIS STUDY

**In Situ Hybridization: Market Shares, Strategies, and Forecasts, Worldwide, 2018-2024**

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#### In Situ Hybridization: Executive Summary

The study is designed to give a comprehensive overview of the In Situ Hybridization market segment. Research represents a selection from the mountains of data available of the most relevant and cogent market materials, with selections made by the most senior analysts. Commentary on every aspect of the market from independent analysts creates an independent perspective in the evaluation of the market. In this manner the study presents a comprehensive overview of what is going on in this market, assisting managers with designing market strategies likely to succeed.

**In Situ Hybridization: Market Strategies and Forecasts, US, 2018-2024**

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Abstract: In Situ Hybridization Reagents Make It Possible To Visualize Expression Of Virtually Any Gene In Individual Cells While Retaining Valuable Tissue Morphology Information 1

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## ABOUT THE COMPANY

**WinterGreen Research**, research strategy relates to identifying market trends through reading and interviewing opinion leaders. By using analysis of published materials, interview material, private research, detailed research, social network materials, blogs, and electronic analytics, the market size, shares, and trends are identified. Analysis of the published materials and interviews permits WinterGreen Research senior analysts to learn a lot more about markets. Discovering, tracking, and thinking about market trends is a high priority at WinterGreen Research. As with all research, the value proposition for competitive analysis comes from intellectual input.

**WinterGreen Research**, founded in 1985, provides strategic market assessments in telecommunications, communications equipment, health care, Software, Internet, Energy Generation, Energy Storage, Renewable energy, and advanced computer technology.

Industry reports focus on opportunities that expand existing markets or develop major new markets. The reports access new product and service positioning strategies, new and evolving technologies, and technological impact on products, services, and markets. Innovation that drives markets is explored. Market shares are provided. Leading market participants are profiled, and their marketing strategies, acquisitions, and strategic alliances are discussed. The principals of WinterGreen Research have been involved in analysis and forecasting of international business opportunities in telecommunications and advanced computer technology markets for over 30 years.

The studies provide primary analytical insight about the market participants. By publishing material relevant to the positioning of each company, readers can look at the basis for analysis. By providing descriptions of each major participant in the market, the reader is not dependent on analyst assumptions, the information backing the assumptions is provided, permitting readers to examine the basis for the conclusions.

WinterGreen Research is positioned to help customers facing challenges that define the modern enterprises. The increasingly global nature of science, technology and engineering is a reflection of the implementation of the globally integrated enterprise. Customers trust wintergreen research to work alongside them to ensure the success of the participation in a particular market segment.

WinterGreen Research supports various market segment programs; provides trusted technical services to the marketing departments. It carries out accurate market share and forecast analysis services for a range of commercial and government customers globally. These are all vital market research support solutions requiring trust and integrity.

## About The Principal Authors

**Susan Eustis**, President, co-founder of WinterGreen Research, is a senior analyst. She has done research in communications, healthcare equipment, and computer markets and applications. She holds several patents in microcomputing and parallel processing. She has the original patents in electronic voting machines. She has new patent applications in format varying, multiprocessing, electronic voting, and oxygen management. She is the author of recent studies of the drone and robot marketing strategies, Internet equipment, biometrics, biomaterials, a study of Internet Equipment, Artificial Intelligence, IoT, Worldwide Telecommunications Equipment, Top Ten Telecommunications, Digital Loop Carrier, Web Hosting, Web Services, and Application Integration markets. Ms. Eustis is a graduate of Barnard College. Ms. Eustis was named Top Woman CEO in 2012 by Who's Who Worldwide. She was named Top Woman Market Research Analyst in 2012, 2013, 2014, 2015, and 2016. She has been twice featured on the cover of the Women of Distinction magazine. She was cited in a recent Time Magazine article and major media articles on Youth Sports market growth. Recently she has been quoted by Bloomberg and others on blockchain and cryptocurrency.

**About the WinterGreen Research Team:** The WinterGreen Research Team is comprised of senior analysts that prepare the market research and analysis that is offered to the client and developed using an iterative process to achieve a final study. Typical projects include providing market/viability research. The team can look at how drones can be applied to critical infrastructures safety, including: type of market existing, Barriers, Forecast demand and competitors, SWOT and competitive advantages, Price Analysis, product design recommendations (marketing orientation).

Research is typically for many different regions or localities, for example EU countries including Spain, UK, Nordic, Germany, and France. Typical projects profile the United States and areas of Asia. It is common to three representative countries from South America, Brazil, Argentina, Chile, and Mexico. Representative countries from Asia APAC typically include Japan, China, India, and Australia.

Critical infrastructure safety, including: type of market existing, barriers to entry and to faithful execution of product provision, forecast of demand, market share, SWOT, competitive advantage of major competitors, identification of new technologies and new companies, price performance analysis, product design recommendations, and marketing considerations are typical topics covered.