

In Situ Hybridization: -- Markets Reach \$7.8 Billion By 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).

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.



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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.

Contact:

Susan Eustis, President and Co-Author
WinterGreen Research
6 Raymond St.
Lexington, MA 02421

(781) 863-5078 (Work)
(617) 852-7876 (Cell)
susan@wintergreenresearch.com
www.wintergreenresearch.com

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WinterGreen Research, Inc.
6 Raymond St.
Lexington, MA 02421
(781) 863-5078
www.wintergreenresearch.com