

# 2013 Enteric Disease: Global Market Outlook and Emerging Opportunities

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## Abstracts

### About this Report

This new 389-page report from Venture Planning Group presents detailed analysis of the Enteric Disease market in the US, Europe (France, Germany, Italy, Spain, UK) and Japan. Current scientific views on epidemiology and etiology are presented for Campylobacter, Cryptosporidium, E. Coli, Enterovirus, Rhinovirus, Rotavirus, Salmonella, Shigella, Vibrio and Yersinia. The report provides test volume and sales forecasts by country and market segment, including:

Hospitals

Commercial/Private Labs

Physician Offices

Public Health Labs

In addition to test volume and sales projections, the report presents sales and market share estimates for major suppliers of enteric disease diagnostic products, by test and country. Also, the report:

Examines market applications of Molecular Diagnostics, Monoclonal Antibodies, Immunoassays, IT and other emerging technologies;

Reviews features and operating characteristics of major analyzers used for

enteric disease testing;

Profiles key suppliers and potential market entrants developing innovative technologies and products; and

Analyzes emerging opportunities, alternative market penetration strategies, market entry barriers/risks, and strategic planning issues.

## **Methodology**

The report is based on a combination of primary and secondary information sources, including interviews with laboratory directors, and executives of leading diagnostics companies and start-up firms developing innovative products in the U.S., five major European countries and Japan.

In addition to primary sources of information, a comprehensive review of the most recent technical and business publications, manufacturer product and financial literature, as well as Venture Planning Group's proprietary data files was conducted.

Contains 389 pages and 97 tables

## Contents

### I. INTRODUCTION

### II. WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW

#### A. MAJOR INFECTIOUS DISEASE TESTS

1. Campylobacter
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
2. Cryptosporidium
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
3. E. Coli
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
4. Enteroviruses
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
5. RhinoViruses
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
6. RotaVirus (REOVIRUS)
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
7. Salmonellosis
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
8. Shigellosis
  - a. Background
  - b. Diagnostic Tests

- c. Vaccines and Drugs
- 9. Vibrio
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 10. Yersinia
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs

## **B. INSTRUMENTATION REVIEW OF LEADING ANALYZERS MARKETED BY ABBOTT, BECKMAN COULTER/DANAHER, BIOMERIEUX, ORTHO-CLINICAL DIAGNOSTICS, ROCHE, SIEMENS, TOSOH, WALLAC AND OTHER SUPPLIERS**

### **C. EMERGING DIAGNOSTIC TECHNOLOGIES**

1. Molecular Diagnostics
2. Monoclonal Antibodies
3. Immunoassays
4. Differential Light Scattering
5. Information Technology
6. Artificial Intelligence
7. Liposomes
8. Flow Cytometry
9. Chromatography
10. Diagnostic Imaging
11. Gel Microdroplets
12. Other

### **III. FRANCE: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES**

### **IV. GERMANY: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES**

### **V. ITALY: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES**

### **VI. JAPAN: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND**

## **MARKET SHARES**

### **VII. SPAIN: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES**

### **VIII. UK: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES**

### **IX. USA: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES**

## **ALTERNATIVE MARKET PENETRATION STRATEGIES**

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts
- D. Distribution Strategies for Decentralized Testing Markets
  - 1. Marketing Approaches
  - 2. Product Complexity
  - 3. Customer Preference
  - 4. Established Suppliers
  - 5. Emerging Suppliers
  - 6. Major Types of Distributors
  - 7. Market Segmentation

## **POTENTIAL MARKET ENTRY BARRIERS AND RISKS**

- A. Market Maturity
- B. Cost Containment
- C. Competition
- D. Technological Edge and Limitations
- E. Patent Protection
- F. Regulatory Constraints
- G. Decentralized Testing Market Challenges

## **COMPETITIVE ASSESSMENTS**

Abbott  
Affymetrix

Beckman Coulter/Danaher  
Becton Dickinson  
bioMerieux  
Bio-Rad  
Cepheid  
Diamedix  
DiaSorin  
Eiken Chemical  
Enzo Biochem  
Fujirebio  
Gen-Probe  
Hologic  
ID Biomedical  
Innogenetics/Solvay  
Kreatech  
Life Technology  
Lonza  
Nanogen/Elitech  
Novartis Diagnostics  
Ortho-Clinical Diagnostics  
Qiagen  
Roche  
Scienion  
Sequenom  
SeraCare  
Siemens  
Takara Bio  
Thermo Fisher  
Wallac  
Wako  
Enteric Diseases  
Global Market Outlook and Emerging Opportunities

## List Of Tables

### LIST OF TABLES

Major Companies Developing or Marketing Campylobacter Tests  
Major Companies Developing or Marketing Enterovirus Tests  
Major Companies Developing or Marketing Rotavirus Tests  
Major Companies Developing or Marketing Salmonella Tests  
Major Companies Developing or Marketing Shigella Tests  
Major Companies Developing or Marketing Yersinia Tests  
France Campylobacter Test Volume and Diagnostics Sales Forecast by Market Segment  
France Campylobacter Diagnostics Sales by Major Supplier  
France Cryptosporidium Test Volume and Diagnostics Sales Forecast by Market Segment  
France Cryptosporidium Diagnostics Sales by Major Supplier  
France E. Coli Test Volume and Diagnostics Sales Forecast by Market Segment  
France Enterovirus Test Volume and Diagnostics Sales Forecast by Market Segment  
France Rhinovirus Test Volume and Diagnostics Sales Forecast by Market Segment  
France Rotavirus Test Volume and Diagnostics Sales Forecast by Market Segment  
France Rotavirus Testing Market Diagnostics Sales by Major Supplier  
France Salmonella Test Volume and Diagnostics Sales Forecast by Market Segment  
France Shigella Test Volume and Diagnostics Sales Forecast by Market Segment  
France Shigella Testing Market Diagnostics Sales by Major Supplier  
France Vibrio Test Volume and Diagnostics Sales Forecast by Market Segment  
France Yersinia Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany Campylobacter Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany Campylobacter Diagnostics Sales by Major Supplier  
Germany Cryptosporidium Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany Cryptosporidium Diagnostics Sales by Major Supplier  
Germany E. Coli Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany Enterovirus Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany Rhinovirus Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany Rotavirus Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany Rotavirus Testing Market Diagnostics Sales by Major Supplier  
Germany Salmonella Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany Shigella Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Vibrio Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany Yersinia Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Campylobacter Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Campylobacter Diagnostics Sales by Major Supplier  
Italy Cryptosporidium Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Cryptosporidium Diagnostics Sales by Major Supplier  
Italy E. Coli Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Enterovirus Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Rhinovirus Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Rotavirus Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Rotavirus Testing Market Diagnostics Sales by Major Supplier  
Italy Salmonella Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Shigella Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Vibrio Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Yersinia Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan Campylobacter Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan Campylobacter Diagnostics Sales by Major Supplier  
Japan Cryptosporidium Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan Cryptosporidium Diagnostics Sales by Major Supplier  
Japan E. Coli Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan Enterovirus Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan Rhinovirus Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan Rotavirus Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan Rotavirus Testing Market Diagnostics Sales by Major Supplier  
Japan Salmonella Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan Shigella Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan Shigella Testing Market Diagnostics Sales by Major Supplier  
Japan Vibrio Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan Yersinia Test Volume and Diagnostics Sales Forecast by Market Segment  
Spain Campylobacter Test Volume and Diagnostics Sales Forecast by Market Segment  
Spain Cryptosporidium Test Volume and Diagnostics Sales Forecast by Market Segment  
Spain E. Coli Test Volume and Diagnostics Sales Forecast by Market Segment  
Spain Enterovirus Test Volume and Diagnostics Sales Forecast by Market Segment  
Spain Rhinovirus Test Volume and Diagnostics Sales Forecast by Market Segment  
Spain Rotavirus Test Volume and Diagnostics Sales Forecast by Market Segment  
Spain Rotavirus Testing Market Diagnostics Sales by Major Supplier  
Spain Salmonella Test Volume and Diagnostics Sales Forecast by Market Segment



Spain Shigella Test Volume and Diagnostics Sales Forecast by Market Segment  
Spain Vibrio Test Volume and Diagnostics Sales Forecast by Market Segment  
Spain Yersinia Test Volume And Diagnostics Sales Forecast by Market Segment  
U.K. Campylobacter Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K. Campylobacter Diagnostics Sales by Major Supplier  
U.K. Cryptosporidium Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K. Cryptosporidium Diagnostics Sales by Major Supplier  
U.K. E. Coli Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K. Enterovirus Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K. Rhinovirus Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K. Rotavirus Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K. Rotavirus Testing Market Diagnostics Sales by Major Supplier  
U.K. Salmonella Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K. Shigella Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K. Shigella Testing Market Diagnostics Sales by Major Supplier  
U.K. Vibrio Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K. Yersinia Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Campylobacter Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Campylobacter Diagnostics Sales by Major Supplier  
U.S.A. Cryptosporidium Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Cryptosporidium Diagnostics Sales by Major Supplier  
U.S.A. E. Coli Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Enterovirus Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Enterovirus Testing Market Diagnostics Sales by Major Supplier  
U.S.A. Rhinovirus Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Rotavirus Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Rotavirus Testing Market Diagnostics Sales by Major Supplier  
U.S.A. Salmonella Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Salmonella Testing Market Diagnostics Sales by Major Supplier  
U.S.A. Shigella Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Shigella Testing Market Diagnostics Sales by Major Supplier  
U.S.A. Vibrio Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Yersinia Test Volume and Diagnostics Sales Forecast by Market Segment

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