

# **Attractions in European In Vitro Diagnostic Market for Korean Investors in 2019-2020 - A Comparative analysis of key European markets (Germany, UK, France, Switzerland, Spain and others)**

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## **Abstracts**

With the confusion over Brexit, it is imperative that IVD manufacturers from outside Europe take a closer look at the trends and pulse of the market as they enter 2019. The business with Britain may hamper with some, while with others, it might be additional paper work. Manufacturers of medical equipment, reagents and IVD supplies from China, Japan and South Korea need to look closely to convert these gaps into opportunities.

The said report quotes used cases in these markets and gives insights on the application areas, technologies, end users, imports-exports, domestic-global competition and country level opportunities. From an investor's perspective, the report showcases the import and export trends from 2014 and how the market might perform in 2020. From the competition perspective, it compares the presence of local and global companies in various segments such as immune-chemistry, molecular biology, microbiology, point of care testing, hematology, etc. At a regional level, the report looks at the regulations, demands and attraction in each segment i.e. market forecast in immunology, molecular biology, microbiology, POCT and at the same time looks at the consumption market i.e. hospital labs, bedside consumption in hospital, home users, research labs, etc. From the manufacturer's perspective the report looks at the trends in equipment and reagents market country wise and region wise and gives insights on the gaps that exist in the European market.

For sales and marketing professionals, it is imperative to understand that Hospitals in most of the European countries are paid on the basis of diagnosis-related groups. Even

though hospital doctors in Europe are salaried rather than paid by DRGs, their clinical decisions largely determine the income of their hospitals and their specialist societies can influence the way the DRG systems work.

The market is expected to grow at a CAGR of 1.5% from 2019 to 2025. POCT segment is expected to grow high with a CAGR of 16.11% within the same time period, followed by Molecular Diagnostics at 4%. Market such as Germany are investing heavily in clinical chemistry and molecular diagnostic testing (domestic manufacturers). Countries such as France show slight deviation and are focusing heavily on immunology and molecular/genetic testing. Overall markets such as UK, Germany, France, Italy and Spain are driving the entire market.

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