

The 2023 Report on In-Vitro Colorectal Cancer Screening Tests: World Market Segmentation by City

<https://marketpublishers.com/r/2CC587A026C2EN.html>

Date: June 2022

Pages: 501

Price: US\$ 995.00 (Single User License)

ID: 2CC587A026C2EN

Abstracts

This report was created for global strategic planners who cannot be content with traditional methods of segmenting world markets. With the advent of a 'borderless world', cities become a more important criteria in prioritizing markets, as opposed to regions, continents, or countries. This report covers the top 2,000 cities in over 200 countries. It does so by reporting the estimated market size (in terms of latent demand) for each major city of the world. It then ranks these cities and reports them in terms of their size as a percent of the country where they are located, their geographic region (e.g. Africa, Asia, Europe, Middle East, North America, Latin America), and the total world market.

In this report we define the sales of in-vitro colorectal cancer screening tests as including all commonly understood products falling within this broad category, such as guaiac fecal occult blood (FOB) stool, immuno fecal occult blood (FOB) agglutination, lateral flow immuno fecal occult blood (FOB), and immuno fecal occult blood (FOB) ELISA tests, tumor M2-isoform of pyruvate kinase (M2-PK) stool and transferrin assay biomarker tests, and methylated gene and panel DNA colorectal cancer (CRC) screening tests, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Abbott Laboratories, Alere, Beckman Coulter, BioMarCare Technologies, Ltd., Clinical Genomics Technologies Pty, CompanianDx, Eiken Chemical, Epigenomics, Exact Sciences, Exiqon, GeneNews, Ltd., Hemosure, Immunostics, Kyowa Medex Company, Ltd., Merck Millipore, Mode Diagnostics, Novigenix, OncoCyte Corporation-Biotime, Quest Diagnostics, Quidel Corporation, Randox Laboratories, R-Biopharm Incorporation, Siemens Healthcare, and Sysmex Corporation. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a

common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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