

# McEvoy and Farmer's Complete Guide to IVD Distribution in Mexico

<https://marketpublishers.com/r/M032655B2A4EN.html>

Date: September 2010

Pages: 65

Price: US\$ 1,995.00 (Single User License)

ID: M032655B2A4EN

## Abstracts

IVD companies are looking to for additional opportunities for IVD products. Among northern hemisphere countries, Mexico's population and oil revenues have earned it on the list of emerging IVD markets. Companies seeking to operate in this nation can benefit from a roadmap of who distributes what IVD products to whom.

This country of 111 million people is a growing market, The economy of Mexico followed the United States into recession, and while the IVD market has maintained modest growth there has been a shift from private testing to the free or low-cost alternative of public testing. The public sector has been able to continue funding the majority of the market, but there may be problems next year due to the fall in the price of oil and an impending budget deficit. But then again, Mexico should follow the United States out of recession, so we remain cautiously optimistic about the IVD sector.

*McEvoy and Farmer's Complete Guide to IVD Distribution in Mexico*, produced jointly with emerging IVD market experts McEvoy & Farmer, is the product of on-the-ground primary research on Brazilian labs conducted in 2009. It is a top resource for anyone marketing an IVD product in Mexico today. Included in this report:

Market Size Estimate by Major Category (Chemistry  
Hematology/Flow/Coag, Immunochemistry, Other)

Country Industry Overview

Country Healthcare Statistics

Insurance, Reimbursement Trends

Tariffs and Taxes

Profiles of International Diagnostic Companies with operations in Mexico

Profiles of Domestic Diagnostic Companies

Profiles of Local Distributors

The Mexican market represents a significant opportunity for IVD diagnostic companies. But actionable information about this emerging market is often difficult to get. Only with an exhaustive, on-the-ground research team can a company truly understand the Chinese market. Now, a resource is available that can make on-the-ground research available to all companies at a fraction of the cost.

Published jointly with trusted emerging IVD market experts McEvoy and Farmer, this Kalorama report is a complete picture of the IVD market in Mexico today. Market size for major categories of the IVD market, products on the market, important Mexico market trends and intense company profiles are part of this exhaustive study.

Although there are a number of challenges for diagnostic manufacturers to understand and overcome, the market for clinical diagnostics in Mexico (both reagents and instruments) rates it above the most promising emerging markets in the world.

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### **MANUFACTURER PROFILES**

Abbott Laboratories  
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