

Poultry Diagnostics Market by Test (ELISA, PCR) Disease (Avian Salmonellosis, Avian Influenza, Newcastle Disease, Avian Pasteurellosis, Encephalomyelitis, Infectious Bronchitis), Service (Virology, Bacteriology, Parasitology) - Global Forecast to 2022

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Abstracts

The global poultry diagnostics market is estimated to grow at a CAGR of 10.5%, to reach USD 495.3 million by 2022 from USD 300.6 million in 2017. The majority of the demand for testing kits such as ELISA and PCR tests is driven by the increase in disease outbreaks in poultry, rising prevalence of zoonotic diseases, and growing demand for poultry-derived food products. In addition, growing concerns regarding food security in the Asia-Pacific and African regions are further driving the overall growth of the market.

In this report, the poultry diagnostics market is segmented on the basis of product, service, and region. On the basis of product, the market has been further segmented by test type and disease type. The test type segment accounted for the largest share of the market in 2016. It is also expected to grow at the highest CAGR during the forecast period. This can be attributed to the wide use of ELISA tests for preliminary screening of all avian diseases coupled with their high sensitivity, specificity, and cost-effective nature. These tests are the most preferred for fast and accurate results. The disease type is also expected to register the fastest growth in the poultry diagnostics market during the forecast period. This is due to the recent surge in avian influenza outbreaks in countries like the U.S., Canada, and China. This has led to the adoption of various test kits to detect and combat its spread.

By service, the market is segmented by bacteriology, virology, and parasitology. The bacteriology service segment is expected to grow at the highest CAGR during the forecast period. This is attributed to the regular bacterial testing on poultry undertaken by regions like Europe and Asia-Pacific to detect and prevent the spread of zoonotic diseases like salmonellosis, pasteurellosis, and mycoplasmosis.

Geographically, the market is segmented into North America, Europe, Asia-Pacific, and the Rest of the World. The Asia-Pacific region is expected to witness the highest growth during the forecast period. Growth in this region can be attributed to the large livestock population in this region, growing demand of poultry-derived food products, increasing awareness about animal health, and growing per capita animal health expenditure, especially in India and China. The increasing outbreak of avian influenza and Newcastle disease in this region is aiding market growth. In addition, emerging markets, especially Brazil and China, offer significant growth opportunities for players in the poultry diagnostics market due to their large export business.

Some of the prominent players in the market are IDEXX Laboratories, Inc. (U.S.), QIAGEN N.V. (Netherlands), Thermo Fisher Scientific Inc. (U.S.), Zoetis, Inc. (U.S.), GD Animal Health (Netherlands), IDvet (France), AffiniTech, LTD. (U.S.), AgroBioTek Internacional (Honduras), BioNote, Inc. (South Korea), BioChek (Netherlands), Boehringer Ingelheim (Germany), MEGACOR Diagnostik GmbH (Germany), and BioinGentech Biotechnologies, Inc. (Chile).

Research Coverage:

The focus of this report is on providing quantitative information for clients seeking market size information on various segments of the poultry diagnostics market. It provides the current and forecast assessment of the global poultry diagnostics market. The poultry diagnostics market is segmented on the basis of product (test type and disease type), service, and region. Furthermore, the report also includes an in-depth competitive analysis of the key players in the market along with their company profiles, recent developments, and key market strategies.

Reasons to Buy the Report:

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help firms garner a greater share. Firms purchasing the report could use any one or combination of the below-mentioned five strategies for increasing their market shares.

The report provides insights on the following pointers:

Market Penetration: Comprehensive information on the product portfolios offered by the top players in the poultry diagnostics market. The report analyses the poultry diagnostics market by test type, disease type, service, and region

Product Development/Innovation: Detailed insights on the upcoming trends, research and development activities, and product launches in the poultry diagnostics market

Market Development: Comprehensive information about lucrative emerging markets by product and region

Market Diversification: Exhaustive information about new products, growing geographies, recent developments, and investments in the poultry diagnostics market

Competitive Assessment: In-depth assessment of growth strategies, products, and manufacturing capabilities of leading players in the poultry diagnostics market

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
 - 1.3.1 MARKETS COVERED
 - 1.3.2 YEARS CONSIDERED FOR THE STUDY
- 1.4 CURRENCY
- 1.5 STAKEHOLDERS
- 1.6 LIMITATIONS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH APPROACH
 - 2.1.1 SECONDARY RESEARCH
 - 2.1.1.1 Key data from secondary sources
 - 2.1.2 PRIMARY RESEARCH
 - 2.1.2.1 Key data from primary sources
 - 2.1.2.2 Key industry insights
- 2.2 MARKET SIZE ESTIMATION
- 2.3 MARKET BREAKDOWN AND DATA TRIANGULATION
- 2.4 ASSUMPTION FOR THE STUDY

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 POULTRY DIAGNOSTICS: MARKET OVERVIEW
- 4.2 POULTRY DIAGNOSTICS MARKET: BY TEST TYPE AND SERVICE (2016)
- 4.3 POULTRY DIAGNOSTICS MARKET: GEOGRAPHIC GROWTH OPPORTUNITIES
- 4.4 POULTRY DIAGNOSTICS MARKET: REGIONAL MIX

5 MARKET OVERVIEW

- 5.1 INTRODUCTION
- 5.2 MARKET DYNAMICS
 - 5.2.1 KEY MARKET DRIVERS

- 5.2.1.1 Increasing disease outbreaks in poultry
- 5.2.1.2 Rising demand for poultry-derived food products

5.2.2 KEY MARKET RESTRAINT

- 5.2.2.1 High poultry production costs

5.2.3 KEY MARKET OPPORTUNITY

- 5.2.3.1 Untapped emerging markets

5.2.4 KEY CHALLENGE

- 5.2.4.1 Lack of animal health awareness in emerging markets

5.3 INDUSTRY TRENDS

- 5.3.1 OUTSOURCING DIAGNOSTIC TESTING SERVICES TO REFERENCE LABS

- 5.3.2 RISING NUMBER OF RESEARCH COLLABORATIONS

6 POULTRY DIAGNOSTICS MARKET, BY TEST TYPE

6.1 INTRODUCTION

6.2 ENZYME-LINKED IMMUNOSORBENT ASSAY (ELISA) TESTS

6.3 POLYMERASE CHAIN REACTION (PCR) TESTS

6.4 OTHER DIAGNOSTIC TESTS

7 POULTRY DIAGNOSTICS MARKET, BY DISEASE TYPE

7.1 INTRODUCTION

7.2 AVIAN SALMONELLOSIS

7.3 AVIAN INFLUENZA

7.4 NEWCASTLE DISEASE

7.5 AVIAN MYCOPLASMOSIS

7.6 INFECTIOUS BRONCHITIS

7.7 INFECTIOUS BURSAL DISEASE

7.8 AVIAN PASTEURELLOSIS

7.9 AVIAN ENCEPHALOMYELITIS

7.10 AVIAN REOVIRUS

7.11 CHICKEN ANEMIA

8 POULTRY DIAGNOSTICS MARKET, BY SERVICES

8.1 INTRODUCTION

8.2 VIROLOGY

8.3 BACTERIOLOGY

8.4 PARASITOLOGY

9 POULTRY DIAGNOSTICS MARKET, BY REGION

9.1 INTRODUCTION

9.2 NORTH AMERICA

9.3 EUROPE

9.4 ASIA-PACIFIC

9.5 REST OF THE WORLD

10 COMPETITIVE LANDSCAPE

10.1 OVERVIEW

10.2 VENDOR DIVE OVERVIEW

10.2.1 VANGUARDS

10.2.2 INNOVATORS

10.2.3 DYNAMIC

10.2.4 EMERGING

10.3 ANALYSIS OF THE PRODUCT PORTFOLIO OF MAJOR PLAYERS IN THE POULTRY DIAGNOSTICS MARKET

10.4 BUSINESS STRATEGIES ADOPTED BY PLAYERS IN THE POULTRY DIAGNOSTICS MARKET

*Top 25 companies analyzed for this studies are - IDEXX Laboratories, Inc. (U.S.), QIAGEN N.V. (Netherlands), Zoetis, Inc. (U.S.), Thermo Fisher Scientific Inc. (U.S.), GD Animal health (Netherlands), IDvet (France), BioChek (Netherlands), AffiniTech, LTD. (U.S.), AgroBioTek internacional (Honduras), BioNote, Inc. (South Korea), Boehringer Ingelheim GmbH (Germany), BioinGentech Biotechnologies, Inc. (Chile), Clementia Biotech (India), Bioneer Corporation (South Korea), DRG Instruments GmbH (Germany), Aquila Diagnostic Systems, Inc. (Canada), Biogal-Galed Laboratories (Israel), MEGACOR Diagnostik GmbH (Germany), Life Bioscience (Australia), ubio Biotechnology Systems Pvt. Ltd. (India), Nisseinken Co., Ltd. (Japan).

11 COMPANY PROFILES

(Introduction, Products & Services, Strategy, & Analyst Insights, Developments, MnM View)*

11.1 IDEXX LABORATORIES, INC.

11.2 ZOETIS, INC.

- 11.3 THERMO FISHER SCIENTIFIC INC.
- 11.4 QIAGEN N.V.
- 11.5 GD ANIMAL HEALTH
- 11.6 IDVET
- 11.7 AFFINITECH, LTD.
- 11.8 AGROBIOTEK INTERNACIONAL
- 11.9 BIOCHEK
- 11.10 BIONOTE, INC.
- 11.11 BOEHRINGER INGELHEIM GMBH
- 11.12 BIOINGENTECH BIOTECHNOLOGIES, INC.
- 11.13 MEGACOR DIAGNOSTIK GMBH.

*Details on MarketsandMarkets view, Introduction, Product & Services, Strategy, & Analyst Insights, New Developments might not be captured in case of unlisted companies.

12 APPENDIX

- 12.1 INSIGHTS OF INDUSTRY EXPERTS
- 12.2 DISCUSSION GUIDE
- 12.3 KNOWLEDGE STORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL
- 12.4 INTRODUCING RT: REAL-TIME MARKET INTELLIGENCE
- 12.5 AVAILABLE CUSTOMIZATIONS
- 12.6 RELATED REPORTS
- 12.7 AUTHOR DETAILS

List Of Tables

LIST OF TABLES

Table 1 PAST AND PROJECTED TRENDS IN POULTRY MEAT CONSUMPTION

Table 2 KEY MARKET DRIVERS: IMPACT ANALYSIS

Table 3 KEY MARKET RESTRAINTS: IMPACT ANALYSIS

Table 4 KEY MARKET OPPORTUNITIES: IMPACT ANALYSIS

Table 5 KEY MARKET CHALLENGES: IMPACT ANALYSIS

Table 6 GLOBAL POULTRY DIAGNOSTICS TESTS MARKET SIZE, BY TEST TYPE, 2015-2022 (USD MILLION)

Table 7 GLOBAL POULTRY DIAGNOSTIC TESTS MARKET SIZE, BY TEST TYPE, 2015-2022 (HUNDRED UNITS)

Table 8 GLOBAL POULTRY DIAGNOSTICS TESTS MARKET SIZE, BY REGION, 2015-2022 (USD MILLION)

Table 9 POULTRY DISEASES DETECTED BY ELISA TESTS

Table 10 GLOBAL POULTRY ELISA TESTS MARKET SIZE, BY REGION, 2015-2022 (USD MILLION)

Table 11 GLOBAL POULTRY ELISA TESTS MARKET SIZE, BY REGION, 2015-2022 (HUNDRED UNITS)

Table 12 POULTRY DISEASES DETECTED BY PCR

Table 13 GLOBAL POULTRY PCR TESTS MARKET SIZE, BY REGION, 2015-2022 (USD MILLION)

Table 14 GLOBAL POULTRY PCR TESTS MARKET SIZE, BY REGION, 2015-2022 (HUNDRED UNITS)

Table 15 GLOBAL OTHER POULTRY DIAGNOSTIC TESTS MARKET SIZE, BY REGION, 2015-2022 (USD MILLION)

Table 16 GLOBAL OTHER POULTRY DIAGNOSTIC TESTS MARKET SIZE, BY REGION, 2015-2022 (HUNDRED UNITS)

Table 17 GLOBAL POULTRY DIAGNOSTICS MARKET SIZE, BY DISEASE TYPE, 2015-2022 (USD MILLION)

Table 18 GLOBAL POULTRY DIAGNOSTICS MARKET SIZE, BY DISEASE TYPE, 2015-2022 (HUNDRED UNITS)

Table 19 GLOBAL POULTRY DIAGNOSTICS MARKET SIZE FOR AVIAN SALMONELLOSIS, BY REGION, 2015-2022 (USD MILLION)

Table 20 GLOBAL POULTRY DIAGNOSTICS MARKET SIZE FOR AVIAN SALMONELLOSIS, BY REGION, 2015-2022 (HUNDRED UNITS)

Table 21 GLOBAL POULTRY DIAGNOSTICS MARKET SIZE FOR AVIAN INFLUENZA, BY REGION, 2015-2022 (USD MILLION)

Table 22 GLOBAL POULTRY DIAGNOSTICS MARKET SIZE FOR AVIAN INFLUENZA, BY REGION, 2015-2022 (HUNDRED UNITS)

Table 23 GLOBAL POULTRY DIAGNOSTICS MARKET SIZE FOR NEWCASTLE DISEASE, BY REGION, 2015-2022 (USD MILLION)

Table 24 GLOBAL POULTRY DIAGNOSTICS MARKET SIZE FOR NEWCASTLE DISEASE, BY REGION, 2015-2022 (HUNDRED UNITS)

Table 25 GLOBAL POULTRY DIAGNOSTICS MARKET SIZE FOR AVIAN MYCOPLASMOSIS, BY REGION, 2015-2022 (USD MILLION)

Table 26 GLOBAL POULTRY DIAGNOSTICS MARKET SIZE FOR AVIAN MYCOPLASMOSIS, BY REGION, 2015-2022 (HUNDRED UNITS)

Table 27 GLOBAL POULTRY DIAGNOSTICS MARKET SIZE FOR INFECTIOUS BRONCHITIS, BY REGION, 2015-2022 (USD MILLION)

Table 28 GLOBAL POULTRY DIAGNOSTICS MARKET SIZE FOR INFECTIOUS BRONCHITIS, BY REGION, 2015-2022 (HUNDRED UNITS)

Table 29 GLOBAL POULTRY DIAGNOSTICS MARKET SIZE FOR INFECTIOUS BURSAL DISEASE, BY REGION, 2015-2022 (USD MILLION)

Table 30 GLOBAL POULTRY DIAGNOSTICS MARKET SIZE FOR INFECTIOUS BURSAL DISEASE, BY REGION, 2015-2022 (HUNDRED UNITS)

Table 31 GLOBAL POULTRY DIAGNOSTICS MARKET SIZE FOR AVIAN PASTEURELLOSIS, BY REGION, 2015-2022 (USD MILLION)

Table 32 GLOBAL POULTRY DIAGNOSTICS MARKET SIZE FOR AVIAN PASTEURELLOSIS, BY REGION, 2015-2022 (HUNDRED UNITS)

Table 33 GLOBAL POULTRY DIAGNOSTICS MARKET SIZE FOR AVIAN ENCEPHALOMYELITIS, BY REGION, 2015-2022 (USD MILLION)

Table 34 GLOBAL POULTRY DIAGNOSTICS MARKET SIZE FOR AVIAN ENCEPHALOMYELITIS, BY REGION, 2015-2022 (HUNDRED UNITS)

Table 35 GLOBAL POULTRY DIAGNOSTICS MARKET SIZE FOR AVIAN REOVIRUS, BY REGION, 2015-2022 (USD MILLION)

Table 36 GLOBAL POULTRY DIAGNOSTICS MARKET SIZE FOR AVIAN REOVIRUS, BY REGION, 2015-2022 (HUNDRED UNITS)

Table 37 GLOBAL POULTRY DIAGNOSTICS MARKET SIZE FOR CHICKEN ANEMIA, BY REGION, 2015-2022 (USD MILLION)

Table 38 GLOBAL POULTRY DIAGNOSTICS MARKET SIZE FOR CHICKEN ANEMIA, BY REGION, 2015-2022 (HUNDRED UNITS)

Table 39 GLOBAL POULTRY DIAGNOSTIC SERVICES MARKET SIZE, BY TYPE, 2015-2022 (USD MILLION)

Table 40 VIRAL DISEASES IN POULTRY AND THEIR CAUSATIVE AGENTS

Table 41 GLOBAL POULTRY DIAGNOSTIC SERVICES MARKET SIZE FOR VIROLOGY, BY REGION, 2015-2022 (USD MILLION)

Table 42 BACTERIAL DISEASES IN POULTRY AND THEIR CAUSATIVE AGENTS

Table 43 GLOBAL POULTRY DIAGNOSTIC SERVICES MARKET SIZE FOR BACTERIOLOGY, BY REGION, 2015-2022 (USD MILLION)

Table 44 GLOBAL POULTRY DIAGNOSTIC SERVICES MARKET SIZE FOR PARASITOLOGY, BY REGION, 2015-2022 (USD MILLION)

Table 45 GLOBAL POULTRY DIAGNOSTICS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 46 NORTH AMERICA: CHICKEN POPULATION (MILLION)

Table 47 NORTH AMERICA: POULTRY DIAGNOSTICS MARKET SIZE, BY PRODUCT AND SERVICE, 2015–2022 (USD MILLION)

Table 48 NORTH AMERICA: POULTRY DIAGNOSTICS MARKET SIZE, BY TEST TYPE, 2015–2022 (USD MILLION)

Table 49 NORTH AMERICA: POULTRY DIAGNOSTICS MARKET SIZE, BY TEST TYPE, 2015-2022 (HUNDRED UNITS)

Table 50 NORTH AMERICA: POULTRY DIAGNOSTICS MARKET SIZE, BY DISEASE TYPE, 2015–2022 (USD MILLION)

Table 51 NORTH AMERICA: POULTRY DIAGNOSTICS MARKET SIZE, BY DISEASE TYPE, 2015–2022 (HUNDRED UNITS)

Table 52 NORTH AMERICA: POULTRY DIAGNOSTICS MARKET SIZE, BY SERVICE, 2015–2022 (USD MILLION)

Table 53 EUROPE: CHICKEN POPULATION (MILLION)

Table 54 EUROPE: POULTRY DIAGNOSTICS MARKET SIZE, BY PRODUCT & SERVICE, 2015–2022 (USD MILLION)

Table 55 EUROPE: POULTRY DIAGNOSTICS MARKET SIZE, BY TEST TYPE, 2015–2022 (USD MILLION)

Table 56 EUROPE: POULTRY DIAGNOSTICS MARKET SIZE, BY TEST TYPE, 2015–2022 (HUNDRED UNITS)

Table 57 EUROPE: POULTRY DIAGNOSTICS MARKET SIZE, BY DISEASE TYPE, 2015–2022 (USD MILLION)

Table 58 EUROPE: POULTRY DIAGNOSTICS MARKET SIZE, BY DISEASE TYPE, 2015–2022 (HUNDRED UNITS)

Table 59 EUROPE: POULTRY DIAGNOSTICS MARKET SIZE, BY SERVICE, 2015–2022 (USD MILLION)

Table 60 ASIA-PACIFIC: CHICKEN POPULATION (MILLION)

Table 61 ASIA-PACIFIC: POULTRY DIAGNOSTICS MARKET SIZE, BY PRODUCT & SERVICE, 2015–2022 (USD MILLION)

Table 62 ASIA-PACIFIC: POULTRY DIAGNOSTICS MARKET SIZE, BY TEST TYPE, 2015–2022 (USD MILLION)

Table 63 ASIA-PACIFIC: POULTRY DIAGNOSTICS MARKET SIZE, BY TEST TYPE,

2015–2022 (HUNDRED UNITS)

Table 64 ASIA-PACIFIC: POULTRY DIAGNOSTICS MARKET SIZE, BY DISEASE TYPE, 2015–2022 (USD MILLION)

Table 65 ASIA-PACIFIC: POULTRY DIAGNOSTICS MARKET SIZE, BY DISEASE TYPE, 2015–2022 (HUNDRED UNITS)

Table 66 ASIA-PACIFIC: POULTRY DIAGNOSTICS MARKET SIZE, BY SERVICE, 2015–2022 (USD MILLION)

Table 67 ROW: POULTRY DIAGNOSTICS MARKET SIZE, BY PRODUCT & SERVICE, 2015–2022 (USD MILLION)

Table 68 ROW: POULTRY DIAGNOSTICS MARKET SIZE, BY TEST TYPE, 2015–2022 (USD MILLION)

Table 69 ROW: POULTRY DIAGNOSTICS MARKET SIZE, BY TEST TYPE, 2015–2022 (HUNDRED UNITS)

Table 70 ROW: POULTRY DIAGNOSTICS MARKET SIZE, BY DISEASE TYPE, 2015–2022 (USD MILLION)

Table 71 ROW: POULTRY DIAGNOSTICS MARKET SIZE, BY DISEASE TYPE, 2015–2022 (HUNDRED UNITS)

Table 72 ROW: POULTRY DIAGNOSTICS MARKET SIZE, BY SERVICE, 2015–2022 (USD MILLION)

List Of Figures

LIST OF FIGURES

Figure 1 GLOBAL POULTRY DIAGNOSTICS MARKET SEGMENTATION

Figure 2 RESEARCH DESIGN

Figure 3 SECONDARY RESEARCH APPROACH

Figure 4 PRIMARY RESEARCH APPROACH

Figure 5 MARKET SIZING APPROACH

Figure 6 BOTTOM-UP APPROACH

Figure 7 TOP-DOWN APPROACH

Figure 8 DATA TRIANGULATION METHODOLOGY

Figure 9 POULTRY DIAGNOSTICS MARKET SIZE, BY PRODUCTS & SERVICES, 2017 VS. 2022 (USD MILLION)

Figure 10 POULTRY DIAGNOSTICS MARKET SIZE, BY TEST TYPE, 2017 VS. 2022 (USD MILLION)

Figure 11 POULTRY DIAGNOSTICS MARKET SIZE, BY DISEASE TYPE, 2017 VS. 2022 (USD MILLION)

Figure 12 POULTRY DIAGNOSTICS MARKET SIZE, BY SERVICE, 2017 VS. 2022 (USD MILLION)

Figure 13 GEOGRAPHIC ANALYSIS: GLOBAL POULTRY DIAGNOSTICS MARKET

Figure 14 RISE IN DISEASE OUTBREAKS IN POULTRY ANIMALS IS THE MAJOR FACTOR DRIVING THE GROWTH OF THE POULTRY DIAGNOSTICS MARKET

Figure 15 ELISA TESTS ACCOUNTED FOR A MAJOR SHARE OF THE POULTRY DIAGNOSTICS MARKET IN 2016

Figure 16 NORTH AMERICA DOMINATED THE GLOBAL POULTRY DIAGNOSTICS MARKET IN 2016

Figure 17 NORTH AMERICA WILL CONTINUE TO DOMINATE THE POULTRY DIAGNOSTICS MARKET IN 2022

Figure 18 POULTRY DIAGNOSTICS MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

Figure 19 RISE IN OUTSOURCING OF DIAGNOSTIC TESTING SERVICES TO REFERENCE LABS IS A LEADING INDUSTRY TREND

Figure 20 THE ELISA TESTS DOMINATED THE POULTRY DIAGNOSTICS MARKET IN 2017

Figure 21 AVIAN INFLUENZA DIAGNOSTICS SEGMENT TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 22 VIROLOGY SEGMENT TO DOMINATE THE POULTRY DIAGNOSTICS MARKET DURING THE FORECAST PERIOD

- Figure 23 POULTRY DIAGNOSTICS MARKET: GEOGRAPHIC SNAPSHOT
- Figure 24 NORTH AMERICA: POULTRY DIAGNOSTICS MARKET SNAPSHOT
- Figure 25 EUROPE: POULTRY DIAGNOSTICS MARKET SNAPSHOT
- Figure 26 ASIA-PACIFIC: POULTRY DIAGNOSTICS MARKET SNAPSHOT
- Figure 27 ROW: POULTRY DIAGNOSTICS MARKET SNAPSHOT
- Figure 28 MNM DIVE-VENDOR COMPARISON MATRIX: POULTRY DIAGNOSTICS MARKET
- Figure 29 IDEXX LABORATORIES, INC.: COMPANY SNAPSHOT (2016)
- Figure 30 IDEXX LABORATORIES, INC.: PRODUCT OFFERING SCORECARD
- Figure 31 IDEXX LABORATORIES, INC.: BUSINESS STRATEGY SCORECARD
- Figure 32 ZOETIS, INC.: COMPANY SNAPSHOT (2016)
- Figure 33 ZOETIS, INC.: PRODUCT OFFERING SCORECARD
- Figure 34 ZOETIS, INC.: BUSINESS STRATEGY SCORECARD
- Figure 35 THERMO FISHER SCIENTIFIC INC.: COMPANY SNAPSHOT (2016)
- Figure 36 THERMO FISHER SCIENTIFIC INC.: PRODUCT OFFERING SCORECARD
- Figure 37 THERMO FISHER SCIENTIFIC INC.: BUSINESS STRATEGY SCORECARD
- Figure 38 QIAGEN N.V.: COMPANY SNAPSHOT (2016)
- Figure 39 QIAGEN N.V.: PRODUCT OFFERING SCORECARD
- Figure 40 QIAGEN N.V.: BUSINESS STRATEGY SCORECARD
- Figure 41 GD ANIMAL HEALTH: PRODUCT OFFERING SCORECARD
- Figure 42 GD ANIMAL HEALTH: BUSINESS STRATEGY SCORECARD
- Figure 43 IDVET: PRODUCT OFFERING SCORECARD
- Figure 44 IDVET: BUSINESS STRATEGY SCORECARD
- Figure 45 AFFINITECH, LTD.: PRODUCT OFFERING SCORECARD
- Figure 46 AFFINITECH, LTD.: BUSINESS STRATEGY SCORECARD
- Figure 47 AGROBIOTEK INTERNACIONAL: PRODUCT OFFERING SCORECARD
- Figure 48 AGROBIOTEK INTERNACIONAL: BUSINESS STRATEGY SCORECARD
- Figure 49 BIOCHEK: PRODUCT OFFERING SCORECARD
- Figure 50 BIOCHEK: BUSINESS STRATEGY SCORECARD
- Figure 51 BIONOTE, INC.: PRODUCT OFFERING SCORECARD
- Figure 52 BIONOTE, INC.: BUSINESS STRATEGY SCORECARD
- Figure 53 BOEHRINGER INGELHEIM GMBH: COMPANY SNAPSHOT (2016)
- Figure 54 BOEHRINGER INGELHEIM GMBH: PRODUCT OFFERING SCORECARD
- Figure 55 BOEHRINGER INGELHEIM GMBH: BUSINESS STRATEGY SCORECARD
- Figure 56 BIOINGENTECH BIOTECHNOLOGIES, INC.: PRODUCT OFFERING SCORECARD
- Figure 57 BIOINGENTECH BIOTECHNOLOGIES, INC.: BUSINESS STRATEGY SCORECARD
- Figure 58 MEGACOR DIAGNOSTIK GMBH: PRODUCT OFFERING SCORECARD

Figure 59 MEGACOR DIAGNOSTIK GMBH: BUSINESS STRATEGY SCORECARD

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