

# **The 2012 Coagulation Testing Market: US, Europe, Japan - Emerging Business Opportunities and Market Expansion Strategies for Suppliers**

<https://marketpublishers.com/r/236C1981036EN.html>

Date: March 2012

Pages: 650

Price: US\$ 22,960.00 (Single User License)

ID: 236C1981036EN

## **Abstracts**

The growing cost-containment pressures in major industrialized nations, coupled with continued technological advances in chromogenic substrates, monoclonal antibodies, immunoassays, molecular diagnostics, computers and laboratory automation will radically change the coagulation testing practice during the next ten years. New specific and sensitive markers of hemostasis will be increasingly used on automated instrumentation. Coagulation testing will also become more standardized, offering opportunities for quality control products and services. Moreover, the continuing contraction of the hospital system and technological advances will facilitate decentralization of the coagulation testing closer to the patient, thus creating additional opportunities and challenges for suppliers.

This comprehensive worldwide study is designed to help current suppliers and potential market entrants identify and evaluate major business opportunities emerging in the coagulation market during the next decade. The study explores business and technological trends in major markets; provides estimates of the test volume, instrument placements and installed base; as well as sales and market shares of leading competitors; compares features of major analyzers; profiles leading market players; and identifies specific product and business opportunities facing instrument and consumable suppliers during the next ten years.

Contains 650 pages and 150 tables

## Contents

### INTRODUCTION

### WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW

#### A. Major Routine and Special Coagulation Tests

##### 1. INTRODUCTION

2. Activated Partial Thromboplastin Time (APTT)

3. Alpha-2 Antiplasmin

4. Antithrombin III

5. Bleeding Time

6. D-Dimer

7. Ethanol Flocculation Test

8. Euglobulin Lysis

9. Factor Assays

##### a. INTRODUCTION

b. Factor II

c. Factor V/Factor V Leiden

d. Factor VII

e. Factor VIII

f. Factor IX

g. Factor IXa

h. Factor X (Stuart Factor)

i. Factor Xa

j. Factor XI

k. Factor XII

l. Factor XIII

10. Fibrin Degradation Products

11. Fibrinogen

12. Heparin

13. Hirudin

14. Hypercoagulability and Thrombosis

15. Lipoprotein a

16. Plasmin

17. Plasminogen

18. Plasminogen Activator Inhibitor (PAI)

19. Platelet Function Tests
20. Platelet Aggregation
21. Proteins C and S
22. Prothrombin Fragment 1.2
23. Prothrombin Time (PT)
24. Reptilase Time
25. Thrombin Time
26. Tissue-Type Plasminogen Activator (t-PA)
27. Von Willebrand's Factor

## B. Instrumentation Review

### - **INTRODUCTION**

- Benk Hemolab
- Benk TRT Thrombotimer
- Bio/Data MCA 310
- Bio/Data MCA 210
- Bio/Data PAP-4C D/4D/4C
- Cardiovascular Diagnostics COAG
- Diagnostica Stago STA Compact
- Diagnostica Stago STA-R
- Diagnostica Stago Star 4/8
- Helena Laboratories Cascade 480
- Helena Laboratories Cascade M
- Helena Laboratories PACKS-4
- Helena THOR
- Instrumentation Laboratory ACL 100 and 1000 series
- Instrumentation Laboratory ACL6000
- Instrumentation Laboratory ACL7000
- Instrumentation Laboratory ACL9000
- Instrumentation Laboratory Electra 1000C
- Instrumentation Laboratory Electra 1400C
- Instrumentation Laboratory Electra 1600/C
- Instrumentation Laboratory Electra 1800C
- Instrumentation Laboratory Futura
- ITC Hemochron 8000
- Roche Diagnostics CoaguChek
- Siemens BCS
- Siemens BCT
- Siemens BF II/Fibrintimer Series

- Sysmex CA-50
- Sysmex CA-500
- Sysmex CA-1500
- Sysmex CA-5000/CA-1000
- Sysmex CA-6000
- Sysmex CA-7000
- Teco Coatron II/Jr./AccuStasis 5000
- Trinity Biotech Amax CS190
- Trinity Biotech Amax CS400
- Trinity Biotech Coag-A-Mate Max
- Trinity Biotech KC 40, 4A, 1A Series
- Trinity Biotech MDA 180
- Trinity Biotech Coag-A-Mate MTX
- Trinity Biotech Coag-A-Mate RA4
- Trinity Biotech Coag-A-Mate XC/Plus
- Trinity Biotech Coag-A-Mate XM

### C. Major in Vitro Diagnostic Technologies and Their Potential Applications

1. Chromogenic Substrates
2. Monoclonal and Polyclonal Antibodies
3. Immunoassays
  - a. Applications
  - b. Technological Principle
  - c. Enzyme Immunoassays (EIA)
    - Overview
    - ELISA
    - EMIT
    - Dot Immunobinding Assays
    - Capillary Immunoassays
    - Enzyme Amplification
    - Electrochemical Immunoassay
  - d. Fluorescent Immunoassays
    - Fluorescence Polarization
    - Time-Resolved Pulse Fluorescence
    - Fluorescence Lifetime
  - e. Latex Agglutination
  - f. Immunoprecipitation
4. Microcomputers
5. Automation
6. Robotics

## 7. DNA Probes

- a. Overview
- b. Amplification Methods
  - PCR
  - Ligase Chain Reaction
  - Branched DNA
  - Q-Beta Replicase
  - NASBA
  - SDA
  - 3 SR
  - HPA
  - Two-Tiered System
  - LAT

## 8. Artificial Intelligence

## 9. Dry Chemistry 10. Biosensors

## D. Worldwide Market Overview

- 1. Business Environment
- 2. Market Structure
- 3. Market Size and Growth
- 4. POC Testing Market

## **FRANCE**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Growth and Major Suppliers

## **GERMANY**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Growth and Major Suppliers

## **ITALY**

- A. Executive Summary
- B. Business Environment

- C. Market Structure
- D. Market Size, Growth and Major Suppliers

## **JAPAN**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Growth and Major Suppliers

## **SPAIN**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Growth and Major Suppliers

## **UK**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Growth and Major Suppliers

## **USA**

- A. Executive Summary
- B. Business Environment
  - 1. Health Care Expenditures
  - 2. Cost Consciousness
  - 3. Industry Consolidation
  - 4. Managed Care
  - 5. Hospitals
  - 6. Admissions
  - 7. Length of Stay
  - 8. Industry Diversification
  - 9. Physician Demographics
  - 10. Population Aging
    - a. Chronic Illnesses

- b. Disease Incidence
- c. Susceptibility to Iatrogenesis
- d. Multiple Illness Cases
- 11. Laboratory Regulations
- C. Market Structure
  - 1. Centralized Testing
    - a. Hospitals
    - b. Commercial laboratories
  - 2. Decentralized Testing
    - a. Physician Offices/Group Practices
    - b. Point-of-Care Testing
    - c. Home/Self Testing
    - d. Other Decentralized Testing Locations
- D. Market Size, Growth And Major Suppliers

## **MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES**

Design Criteria For Decentralized Testing Products

## **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
- American Diagnostica
- Avocet Medical
- Axis-Shield
- Beckman Coulter
- Becton Dickinson
- Bio/Data Corporation
- Biosite
- Chrono-Log
- Corgenix Medical
- Diagnostica Stago
- Helena Laboratories - HYPEN BioMed
- Instrumentation Laboratory
- ITC
- Nanogen
- Roche
- Siemens
- Sienco
- Sysmex
- Thermo Fischer
- Trinity Biotech
- ZyCare



## List Of Tables

### LIST OF TABLES

Major Companies Developing or Marketing Activated Clotting Time Tests

Major Companies Developing or Marketing APTT Tests

Major Companies Developing or Marketing Alpha-2 Antiplasmin Tests

Major Companies Developing or Marketing Antithrombin III Tests

Major Companies Developing or Marketing Bleeding Time Tests

Major Companies Developing or Marketing D-dimer Tests

Major Companies Developing or Marketing Factor Assays

Major Companies Developing or Marketing Fibrin Degradation Product Tests

Major Companies Developing or Marketing Fibrinogen Tests

Major Companies Developing or Marketing Heparin Tests

Major Companies Developing or Marketing Plasmin Tests

Major Companies Developing or Marketing Plasminogen Tests

Major Companies Developing or Marketing Plasminogen Activator Inhibitor Tests

Major Companies Developing or Marketing Platelet Aggregation Tests

Major Companies Developing or Marketing Protein C Tests

Major Companies Developing or Marketing Protein S Tests

Major Companies Developing or Marketing PT Tests

Major Companies Developing or Marketing Thrombin Time Tests

Major Companies Developing or Marketing TPA Tests

Major Companies Developing or Marketing Von Willebrand's Factor Tests

Worldwide, All Market Segments, Laboratories Performing Coagulation Tests By Country, 2010

Worldwide, All Market Segments, Total Coagulation Test Volume By Country, 2010-2020

Worldwide, All Market Segments, Total Coagulation Reagent Market By Country, 2010-2020

Worldwide, All Market Segments, Total Coagulation Instrument Market By Country, 2010-2020

Worldwide, All Market Segments, Total Coagulation Diagnostics Market By Country, 2010-2020

Executive Summary Table: France, Total Coagulation Diagnostics Market By Market Segment and Product Category, 2010-2020

France, Laboratories Performing Coagulation Tests By Market Segment, 2010

France, Hospital Laboratories Performing Coagulation Tests By Bed Size, 2010

France, Commercial/Private Laboratories Performing Coagulation Tests By Annual Test

Volume, 2010

France, Hospital Laboratories Average Daily Test Volume, 2010

France, Commercial/Private Laboratories Average Daily Test Volume, 2010

France, Total Coagulation Test Volume By Market Segment, 2010-2020

France, All Market Segments Coagulation Test Volume, 2010-2020

France, Hospital Laboratories Coagulation Test Volume, 2010-2020

France, Commercial/Private Laboratories Coagulation Test Volume, 2010-2020

France, Coagulation Reagent Market By Market Segment, 2010-2020

France, Major Suppliers of Coagulation Reagents Estimated Sales and Market Shares, 2010

France, Coagulation Instrument Market By Market Segment, 2010-2020

France, Major Suppliers of Coagulation Analyzers, Estimated Total Instrument Placements and Market Shares, 2010

France, Major Suppliers of Coagulation Analyzers, Estimated Placements and Installed Base By Supplier and Model, 2010

France, Major Suppliers of Coagulation Analyzers, Estimated Instrument Sales and Market Shares, 2010

France, Total Coagulation Diagnostics Market By Product Category, 2010-2020

France, Major Suppliers of Coagulation Diagnostic Products, Estimated Sales and Market Shares, 2010

Executive Summary Table: Germany, Total Coagulation

Diagnostics Market By Market Segment and Product Category, 2010-2020

Germany, Laboratories Performing Coagulation Tests By Market Segment, 2010

Germany, Hospital Laboratories Performing Coagulation Tests By Bed Size, 2010

Germany, Commercial/Private Laboratories Performing Coagulation Tests By Annual Test Volume, 2010

Germany, Hospital Laboratories Average Daily Test Volume, 2010

Germany, Commercial/Private Laboratories Average Daily Test Volume, 2010

Germany, Physician Offices/Group Practice Average Daily Test Volume, 2010

Germany, Total Coagulation Test Volume By Market Segment, 2010-2020

Germany, All Market Segments Coagulation Test Volume, 2010-2020

Germany, Hospital Laboratories Coagulation Test Volume, 2010-2020

Germany, Commercial/Private Laboratories Coagulation Test Volume, 2010-2020

Germany, Physician Offices/Group Practices Coagulation Test Volume, 2010-2020

Germany, Coagulation Reagent Market By Market Segment, 2010-2020

Germany, Major Suppliers of Coagulation Reagents, Estimated Sales and Market Shares, 2010

Germany, Coagulation Instrument Market By Market Segment, 2010-2020

Germany, Major Suppliers of Coagulation Analyzers, Estimated Total Instrument

Placements and Market Shares, 2010

Germany, Major Suppliers of Coagulation Analyzers, Estimated Placements and Installed Base By Supplier and Model, 2010

Germany, Major Suppliers of Coagulation Analyzers, Estimated Instrument Sales and Market Shares, 2010

Germany, Total Coagulation Diagnostics Market By Product Category, 2010-2020

Germany, Major Suppliers of Coagulation Diagnostic Products, Estimated Sales and Market Shares, 2010

Executive Summary Table: Italy, Total Coagulation Diagnostics Market By Market Segment and Product Category, 2010-2020

Italy, Laboratories Performing Coagulation Tests By Market Segment, 2010

Italy, Hospital Laboratories Performing Coagulation Tests By Bed Size, 2010

Italy, Commercial/Private Laboratories Performing Coagulation Tests By Annual Test Volume, 2010

Italy, Hospital Laboratories Average Daily Test Volume, 2010

Italy, Commercial/Private Laboratories Average Daily Test Volume, 2010

Italy, Total Coagulation Test Volum By Market Segment, 2010-2020

Italy, All Market Segments Coagulation Test Volume, 2010-2020

Italy, Hospital Laboratories Coagulation Test Volume, 2010-2020

Italy, Commercial/Private Laboratories Coagulation Test Volume, 2010-2020

Italy, Coagulation Reagent Market By Market Segment, 2010-2020

Italy, Major Suppliers of Coagulation Reagents Estimated Sales and Market Shares, 2010

Italy, Coagulation Instrument Market By Market Segment, 2010-2020

Italy, Major Suppliers of Coagulation Analyzers, Estimated Total Instrument Placements and Market Shares, 2010

Italy, Major Suppliers of Coagulation Analyzers, Estimated Placements and Installed Base By Supplier and Model, 2010

Italy, Major Suppliers of Coagulation Analyzers, Estimated Instrument Sales and Market Shares, 2010

Italy, Total Coagulation Diagnostics Market By Product Category, 2010-2020

Italy, Major Suppliers of Coagulation Diagnostic Products, Estimated Sales and Market Shares, 2010

Executive Summary Table: Japan, Total Coagulation Diagnostics Market By Market Segment and Product Category, 2010-2020

Japan, Laboratories Performing Coagulation Tests By Market Segment, 2010

Japan, Hospital Laboratories Performing Coagulation Tests By Bed Size, 2010

Japan, Commercial/Private Laboratories Performing Coagulation Tests By Annual Test Volume, 2010

Japan, Hospital Laboratories Average Daily Test Volume, 2010  
Japan, Commercial/Private Laboratories Average Daily Test Volume, 2010  
Japan, Total Coagulation Test Volume By Market Segment, 2010-2020  
Japan, All Market Segments Coagulation Test Volume, 2010-2020  
Japan, Hospital Laboratories Coagulation Test Volume, 2010-2020  
Japan, Commercial/Private Laboratories Coagulation Test Volume, 2010-2020  
Japan, Coagulation Reagent Market By Market Segment, 2010-2020  
Japan, Major Suppliers of Coagulation Reagents Estimated Sales and Market Shares, 2010  
Japan, Coagulation Instrument Market By Market Segment, 2010-2020  
Japan, Major Suppliers of Coagulation Analyzers, Estimated Total Instrument Placements and Market Shares, 2010  
Japan, Major Suppliers of Coagulation Analyzers, Estimated Placements and Installed Base By Supplier and Model, 2010  
Japan, Major Suppliers of Coagulation Analyzers, Estimated Instrument Sales and Market Shares, 2010  
Japan, Total Coagulation Diagnostics Market By Product Category, 2010-2020  
Japan, Major Suppliers of Coagulation Diagnostic Products, Estimated Sales and Market Shares, 2010  
Executive Summary Table: Spain, Total Coagulation Diagnostics Market By Market Segment and Product Category, 2010-2020  
Spain, Laboratories Performing Coagulation Tests By Market Segment, 2010  
Spain, Hospital Laboratories Performing Coagulation Tests By Bed Size, 2010  
Spain, Commercial/Private Laboratories Performing Coagulation Tests By Annual Test Volume, 2010  
Spain, Hospital Laboratories Average Daily Test Volume, 2010  
Spain, Ambulatory Care Centers Average Daily Test Volume, 2010  
Spain, Commercial/Private Laboratories Average Daily Test Volume, 2010  
Spain, Total Coagulation Test Volume By Market Segment, 2010-2020  
Spain, All Market Segments Coagulation Test Volume, 2010-2020  
Spain, Hospital Laboratories Coagulation Test Volume, 2010-2020  
Spain, Ambulatory Care Centers Coagulation Test Volume, 2010-2020  
Spain, Commercial/Private Laboratories Coagulation Test Volume, 2010-2020  
Spain, Coagulation Reagent Market By Market Segment, 2010-2020  
Spain, Major Suppliers of Coagulation Reagents, Estimated Sales and Market Shares, 2010  
Spain, Coagulation Instrument Market By Market Segment, 2010  
Spain, Major Suppliers of Coagulation Analyzers, Estimated Total Instrument Placements and Market Shares, 2010

Spain, Major Suppliers of Coagulation Analyzers, Estimated Placements and Installed Base By Supplier and Model, 2010

Spain, Major Suppliers of Coagulation Analyzers, Estimated Instrument Sales and Market Shares, 2010

Spain, Total Coagulation Diagnostics Market By Product Category, 2010-2020

Spain, Major Suppliers of Coagulation Diagnostic Products, Estimates Sales and Market Shares, 2010

Executive Summary Table: U.K., Total Coagulation Diagnostics Market By Market Segment and Product Category, 2010-2020

U.K., Laboratories Performing Coagulation Tests By Market Segment, 2010

U.K., Hospital Laboratories Performing Coagulation Tests By Bed Size, 2010

U.K., Commercial/Private Laboratories Performing Coagulation Tests By Annual Test Volume, 2010

U.K., Hospital Laboratories Average Daily Test Volume, 2010

U.K., Commercial/Private Laboratories Average Daily Test Volume, 2010

U.K., Total Coagulation Test Volume By Market Segment, 2010-2020

U.K., All Market Segments Coagulation Test Volume, 2010-2020

U.K., Hospital Laboratories Coagulation Test Volume, 2010-2020

U.K., Commercial/Private Laboratories Coagulation Test Volume, 2010-2020

U.K., Coagulation Reagent Market By Market Segment, 2010-2020

U.K., Major Suppliers of Coagulation Reagents Estimated Sales and Market Shares, 2010

U.K., Coagulation Instrument Market By Market Segment, 2010

U.K., Major Suppliers of Coagulation Analyzers, Estimated Total Instrument Placements and Market Shares, 2010

U.K., Major Suppliers of Coagulation Analyzers, Estimated Placements and Installed Base By Supplier and Model, 2010

U.K., Major Suppliers of Coagulation Analyzers, Estimated Instrument Sales and Market Shares, 2010

U.K., Total Coagulation Diagnostics Market By Product Category, 2010-2020

U.K., Major Suppliers of Coagulation Diagnostic Products, Estimated Sales and Market Shares, 2010

Executive Summary Table: U.S.A., Total Coagulation Diagnostics Market By Market Segment and Product Category, 2010-2020

U.S.A., Laboratories Performing Coagulation Tests By Market Segment, 2010

U.S.A., Hospital Laboratories Performing Coagulation Tests By Bed Size, 2010

U.S.A., Commercial/Private Laboratories Performing Coagulation Tests By Annual Test Volume, 2010

U.S.A., Physician Offices/Group Practices Performing Coagulation Tests By Practice

Size, 2010

U.S.A., Hospital Laboratories Average Daily Test Volume, 2010

U.S.A., Commercial/Private Laboratories Average Daily Test Volume, 2010

U.S.A., Physician Offices/Group Practices Average Daily Test Volume

U.S.A., Total Coagulation Test Volume By Market Segment, 2010-2020

U.S.A., All Market Segments Coagulation Test Volume, 2010-2020

U.S.A., Hospital Laboratories Coagulation Test Volume, 2010-2020

U.S.A., Physician Offices/Group Practices Coagulation Test Volume, 2010-2020

U.S.A., Commercial/Private Laboratories Coagulation Test Volume, 2010-2020

U.S.A., Coagulation Reagent Market By Market Segment, 2010-2020

U.S.A., Major Suppliers of Coagulation Reagents Estimated Sales and Market Shares, 2010

U.S.A., Coagulation Instrument Market By Market Segment, 2010-2020

U.S.A., Major Suppliers of Coagulation Analyzers, Estimated Total Instrument Placements and Market Shares, 2010

U.S.A., Major Suppliers of Coagulation Analyzers, Estimated Placements and Installed Base By Supplier and Model, 2010

U.S.A., Major Suppliers of Coagulation Analyzers, Estimated Instrument Sales and Market Shares, 2010

U.S.A., Total Coagulation Diagnostics Market By Product Category, 2010-2020

U.S.A., Major Suppliers of Coagulation Diagnostic Products, Estimated Sales and Market Shares, 2010

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