

2012 Germany Strategic Analysis of the Coagulation Testing Market: Forecasts and Supplier Shares

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Abstracts

This comprehensive report is designed to help current suppliers and potential market entrants identify and evaluate growth opportunities and strategies emerging in the German coagulation testing market during this decade. The report explores business and technological trends; provides estimates of the test volume for 35 assays, as well as sales and market shares of leading reagent and instrument suppliers; compares features of major analyzers; profiles leading market players; and identifies specific product and business opportunities facing instrument and consumable suppliers.

Rationale

The growing cost-containment pressures in major industrialized nations, coupled with continued technological advances in molecular diagnostics, chromagenic substrates, monoclonal antibodies, immunoassays, IT and laboratory automation will radically change coagulation testing practice.

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 POC opportunities and challenges for suppliers.

Sales and Market Share Analysis

Sales and market shares of major instrument and reagent suppliers.

Competitive Assessments

Extensive strategic profiles of major suppliers and emerging market entrants.

Market Segmentation Analysis

Hospitals

Commercial/Private Laboratories

Physician Offices

POC Locations

Current and Emerging Products

Review of over 40 established and new procedures.

Comparison of automated and semi-automated analyzers marketed by Diagnostica Stago/Trinity, Helena, IL, Siemens, Sysmex, and other suppliers.

Technology Review

Analysis of current and emerging technologies and their potential market applications.

Strategic Recommendations

Product development and business expansion opportunities with significant market appeal.

“Ideal” product models with tentative prices and operating characteristics.

Alternative market penetration strategies for instrument and reagent suppliers.

Potential market entry barriers and risks.

Methodology

The report is based on a combination of primary and secondary information sources, including interviews with laboratory directors, and executives of leading diagnostics companies and start-up firms developing innovative products.

In addition to primary sources of information, a comprehensive review of the most recent technical and business publications, manufacturer product and financial literature, and Venture Planning Group's proprietary data files was conducted.

Contains 380 pages and 7 tables.

Contents

INTRODUCTION

WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW

CURRENT AND EMERGING COAGULATION ASSAYS

INSTRUMENTATION REVIEW

The report analyzes capabilities and features of major automated, semi-automated, and POC analyses marketed by Bio/Data, Cardiovascular Diagnostics, Diagnostica Stago/Trinity, Helena, Instrumentation Laboratory, Roche, Siemens, Sysmex and other suppliers.

CURRENT AND EMERGING TECHNOLOGIES

Technologies reviewed include molecular diagnostics, chromogenic substrates, monoclonal and polyclonal antibodies, immunoassays, microcomputers, automation, robotics, artificial intelligence, dry chemistry, biosensors and others.

Germany: Business Environment, Market Forecasts, Supplier Sales and Market Shares

MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES

DESIGN CRITERIA FOR DECENTRALIZED TESTING PRODUCTS

ALTERNATIVE MARKET PENETRATION STRATEGIES

POTENTIAL MARKET ENTRY BARRIERS AND RISKS

COMPETITIVE ASSESSMENTS

Abbott
American Diagnostica
Avocet Medical
Axis-Shield
Beckman Coulter
Becton Dickinson

Bio/Data Corporation
Biosite
Chrono-Log
Corgenix Medical
Diagnostics Stago
Helena Laboratories
HYPEN BioMed
Instrumentation Laboratory
ITC
Nanogen
Roche
Siemens
Sienco
Sysmex
Thermo Fischer
Trinity Biotech
ZyCare

List Of Tables

LIST OF TABLES

Germany: Total Coagulation Diagnostics Market by Market Segment and Product Category

Germany: Laboratories Performing Coagulation Tests By Market Segment

Germany: Total Coagulation Test Volume By Market Segment

Germany: All Market Segments Coagulation Test Volume

Germany: Coagulation Reagent Market By Market Segment

Germany: Total Coagulation Diagnostics Market By Product Category

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

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