

# 2012 Strategic Analysis of the Global Coagulation Testing Market: Forecasts and Supplier Shares by Country

<https://marketpublishers.com/r/2EA272E826AEN.html>

Date: June 2012

Pages: 420

Price: US\$ 10,000.00 (Single User License)

ID: 2EA272E826AEN

## Abstracts

This comprehensive seven-country report is designed to help current suppliers and potential market entrants identify and evaluate growth opportunities and strategies emerging in the global coagulation testing market during this decade. Available by country and section.

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.

## **Geographic Coverage**

France

Germany

Italy

Japan

Spain

UK

USA

## **Sales and Market Share Analysis**

Sales and market shares of major instrument and reagent suppliers by country.

## **Competitive Assessments**

Extensive strategic profiles of major suppliers and emerging market entrants.

## **Market Segmentation Analysis**

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Commercial/Private Laboratories

Physician Offices

Ambulatory Care Clinics

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 the U.S., five major European countries and Japan.

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 420 pages and 50 tables.

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### 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.

**France:** Business Environment, Market Forecasts, Supplier Sales and Market Shares

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

**Italy:** Business Environment, Market Forecasts, Supplier Sales and Market Shares

**Japan:** Business Environment, Market Forecasts, Supplier Sales and Market Shares

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Avocet Medical

Axis-Shield

Beckman Coulter

Becton Dickinson

Bio/Data Corporation

Biosite

Chrono-Log

Corgenix Medical

Diagnostica Stago

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