

# **2013 Analysis of the Influenza Testing Market: US, Europe (France, Germany, Italy, Spain, UK), Japan - Emerging Opportunities, Supplier Shares, Country Forecasts, Innovative Technologies, and Competitive Landscape**

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## **Abstracts**

The report presents a detailed analysis of the Influenza diagnostics market in the US, Europe, (France, Germany, Italy, Spain, UK) and Japan. Current scientific views on the Influenza definition, epidemiology and etiology are reviewed. The report provides the 5- and 10-year test volume and sales forecasts by country for the following market segments:

Hospitals

Commercial/Private Labs

Physician Offices

Public Health Labs

For each country, in addition to test volume and sales projections, the report presents sales and market share estimates for major suppliers of Influenza tests.

Also, the report examines the market applications of DNA Probes, Monoclonal Antibodies, Immunoassays, IT and other technologies; reviews features and operating characteristics of automated analyzers; profiles leading suppliers and recent market entrants developing innovative technologies and products; and identifies emerging

business expansion opportunities, alternative market penetration strategies, market entry barriers and risks, and strategic planning issues and concerns.

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