

# **2013 Analysis of the Italian Blood Banking Market: Emerging Opportunities, Supplier Shares, Country Forecasts, Innovative Technologies, and Competitive Landscape**

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## **Abstracts**

This report presents a comprehensive analysis of the Italian blood banking market, including:

Major issues pertaining to the Italian blood banking practice, as well as key economic, regulatory, demographic, social and technological trends with significant market impact during the next ten years.

Ten-year volume and sales forecasts for 40 blood typing, grouping and infectious disease screening tests, including NAT procedures performed in Italian blood banks hospitals, and commercial laboratories.

Annual placements and installed base estimates for major automated and semi-automated analyzers.

Review of current instrumentation technologies, and a feature comparison of over 20 analyzers.

Ten-year reagent and instrument sales forecasts.

Sales and market shares of leading reagent and instrument suppliers.

Review of current and emerging technologies, and their potential market applications.

Product development opportunities for instruments, consumables, and auxiliary products.

Profiles of major current and emerging suppliers, including their sales, market shares, product portfolios, marketing tactics, technological know-how, new products in R&D, collaborative arrangements, and business strategies.

Business opportunities and strategic recommendations for suppliers.

Contains 412 pages and 40 tables

## Contents

### **A. MAJOR BLOOD TYPING, GROUPING AND INFECTIOUS DISEASE SCREENING TESTS**

#### 1. Blood Typing and Grouping Tests

- a. ABO
- b. Antibody Panels
- c. Antibody Screening
- d. Antigen Typing
- e. Antiglobulin Test
- f. Crossmatch
- g. HLA Typing
- h. Rh
- i. Other Blood Groups

#### 2. Infectious Disease Screening Tests

- a. AIDS
  - Structure and Composition
  - Classification
  - Origin of AIDS
  - Animal Lentivirus Systems
  - Virus Receptors
  - HIV Infections in Humans
  - Pathogenesis & Pathology
  - Overview of Course of HIV Infection
  - CD4T Lymphocytes and Memory Cells
  - Monocytes and Macrophages
  - Lymphoid Organs
  - Neural Cells
  - Viral Coinfections
  - Clinical Findings
  - Plasma Viral Load
  - Pediatric AIDS
  - Neurologic Disease
  - Opportunistic Infections
  - Protozoa
  - Fungi
  - Bacteria
  - Viruses

- Cancer
- Immunity
- Laboratory Diagnosis
- Virus Isolation
- Serology
- Detection of Viral Nucleic Acid or Antigens
- Epidemiology
- Worldwide Spread of AIDS
- United States
- Routes of Transmission
- Prevention, Treatment, And Control
- Antiviral Drugs
- Vaccines Against HIV
- Transmission of HIV in Blood Products
- HIV Transmission in Transplant and Artificial Insemination Recipients
- Diagnostic Tests
- Enzyme Immunoassay Interpretation
- Specificity, Sensitivity, and Predictive Value of Enzyme Immunoassay
- Competition Assays
- Western Blot Technique
- Immuno-Fluorescence Assay (IFA)
- Radioimmunoprecipitation
- HIV-1/HIV-2 Combination Testing
- Methods of HIV-Antigen Detection
- Antigen Assays and Blood Screening
- Urine Tests
- DNA Probes
- Overview
- Quantitative Polymerase Chain Reaction
- In Situ PCR
- Needed Improvements
- Viral Load/Drug Resistance Testing
- Genotype and Phenotype Testing
- Blood Banking Considerations
- b. Hepatitis
  - Hepatitis A
  - Hepatitis B
  - Structure and Composition
  - Replication of Hepatitis B Virus

- Hepatitis C
- Hepatitis D (Delta Hepatitis)
- Hepatitis E
- Hepatitis G
- Hepatitis Virus Infections In Humans
- Pathology
- Clinical Findings
- Laboratory Features
- Hepatitis A
- Hepatitis B
- Hepatitis C
- Hepatitis D
- Hepatitis E
- Virus-Host Immune Reactions
- Epidemiology
- Hepatitis A
- Hepatitis B
- Hepatitis C
- Hepatitis D (Delta Agent)
- Vaccines and Drugs
- c. Cytomegalovirus
  - Background
  - Chorioretinitis
  - Gastrointestinal
  - Central Nervous System Disease
  - Diagnostic Tests
  - Vaccines and Drugs
- d. Syphilis
  - Background
  - Diagnostic Tests
  - Vaccines and Drugs
- e. West Nile Virus
  - Background
  - Clinical Syndromes
  - Diagnostic Tests
  - Vaccines and Drugs
- f. Parvovirus B19
  - Microbiology
  - Epidemiology

Clinical Syndromes  
Erythema Infectiosum Slapped (cheek)  
Adult Polyarthropathy  
Transient Aplastic Crisis  
Transient Pancytopenia  
Red Cell Aplasia in the Immunocompromised  
Perinatal Infections  
Diagnosis  
Treatment

g. Creutzfeldt-Jakob's Disease

Background  
Transmission  
Diagnostic Tests  
Major Commercial and Academic Players  
Bayer  
Disease Sciences/BioTec Global  
Imperial College School of Medicine  
Ortho-Clinical Diagnostics  
Pall  
ProMetic Life Sciences  
Proteome Sciences/Idexx  
Q-One Biotech  
Serono  
U.S. Agricultural Research Service  
Drugs  
Vaccines

h. Malaria

i. Chagas Disease

j. Babesiosis

3. Pathogen Reduction

4. Leukocyte Reduction

Background

Methods

#B. Instrumentation Review: Operating Characteristics, Features and Selling Prices of Leading Automated and Semiautomated Analyzers Manufactured by:

Abbott

Beckman Coulter/Danaher

Bio-Rad

BioMerieux

Gen-Probe  
Grifols  
Immucor  
Nanosphere  
Ortho-Clinical Diagnostics  
Roche  
Sarstedt  
Siemens  
Tecan

## **C. MAJOR IN VITRO DIAGNOSTIC TECHNOLOGIES AND THEIR POTENTIAL APPLICATIONS**

1. Molecular Diagnostics
  - a. Overview
  - b. NAT
2. Monoclonal and Polyclonal Antibodies
3. Immunoassays
  - a. Technological Principle
  - b. Chemiluminescence
  - c. Enzyme Immunoassays (EIA)
    - Overview
    - ELISA
    - EMIT
    - Electrochemical
  - d. Radioimmunoassays (RIA)
  - e. Immunoprecipitation
  - f. Affinity Chromatography
4. Microtitration Plates
5. IT and Automation
6. Lasers
7. Robotics
8. Synthetic Red Cell Substitutes
9. Genetically Engineered Blood Components
  - a. Albumin
  - b. Factor VIII
  - c. Alpha-2 Antiplasmin
  - d. Antithrombin III
  - e. Factor IX

- f. Von Willebrand's Factor
- g. Fibrinogen
- h. t-PA
- 10. Blood Preservation
- 11. Autologous Blood Transfusion/Freezing

## **ITALY**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Growth and Major Suppliers' Sales and Market Shares for Blood Typing, Grouping and Infectious Disease Screening Tests

## **MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES**

- A. Blood Typing and Grouping
- B. Infectious Disease Screening
- C. Auxiliary

## **ALTERNATIVE MARKET PENETRATION STRATEGIES**

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts

## **POTENTIAL MARKET ENTRY BARRIERS AND RISKS**

- A. Market Maturity
- B. Cost Containment
- C. Competition
- D. Technological Edge and Limitations
- E. Patent Protection

## **COMPETITIVE ASSESSMENTS**

Abbott  
Beckman Coulter/Danaher  
Becton Dickinson



Biokit  
BioMerieux  
Bio-Rad  
Diagast  
DiaSorin  
Fujirebio  
Gen-Probe  
Grifols  
Immucor  
Innogenetics  
Ortho-Clinical Diagnostics  
Orchid CellMark  
Novartis Diagnostics  
Proteome Sciences  
Roche  
Siemens  
Tecan

## List Of Tables

### LIST OF TABLES

Major Companies Developing or Marketing Blood Typing and Grouping Tests  
Major Companies Developing or Marketing HLA Typing Tests  
Major Companies Developing or Marketing AIDS Tests  
Major Companies Developing or Marketing Hepatitis Tests  
Major Companies Developing or Marketing CMV Tests  
Major Companies Developing or Marketing Syphilis Tests  
Major Companies Developing or Marketing Blood Bank Analyzers  
Executive Summary Table: Italy, Total Blood Bank Test Volume and Reagent Sales  
Forecast by Test Category  
Italy, Facilities Performing Blood Bank Tests by Market Segment  
Italy, Hospital Laboratories Performing Blood Bank Tests by Bed Size  
Italy, Commercial/Private Laboratories Performing Blood Bank Tests by Annual Test  
Volume  
Italy, All Market Segments Blood Typing And Grouping Test Volume by Market  
Segment  
Italy, All Market Segments Blood Typing And Grouping Test Volume Forecast  
Italy, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast  
Italy, Blood Banks Blood Typing And Grouping Test Volume Forecast  
Italy, Commercial/Private Laboratories Blood Typing and Grouping Test Volume  
Forecast  
Italy, All Market Segments Infectious Disease Screening Test Volume Forecast by  
Market Segment  
Italy, All Market Segments Infectious Disease Screening Test Volume Forecast  
Italy, Blood Banks Infectious Disease Screening Test Volume Forecast  
Italy, Commercial/Private Laboratories Infectious Disease Screening Test Volume  
Forecast  
Italy, Hospital Laboratories Infectious Disease Screening Test Volume Forecast  
Italy, All Market Segments Blood Typing and Grouping Reagent Market Forecast by  
Market Segment  
Italy, All Market Segments Blood Typing And Grouping Reagent Market Forecast by  
Major Test  
Italy, Hospital Laboratories Blood Typing and Grouping Reagent Market Forecast By  
Major Test  
Italy, Blood Banks Blood Typing and Grouping Reagent Market Forecast by Major Test  
Italy, Commercial/Private Laboratories Blood Typing and Grouping Reagent Market

Forecast By Major Test

Italy, All Market Segments Infectious Disease Screening Reagent Market Forecast by Market Segment

Italy, All Market Segments Infectious Disease Screening Reagent Market Forecast by Test

Italy, Blood Banks Infectious Disease Screening Reagent Market Forecast by Test

Italy, Commercial/Private Laboratories Infectious Disease Screening Reagent Market Forecast by Test

Italy, Hospital Laboratories Infectious Disease Screening Reagent Market Forecast By Test

Italy, Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And Market Shares

Italy, AIDS/Hepatitis Blood Screening Market, Reagent Sales by Major Supplier

Italy, HIV/Hepatitis NAT Market, Reagent Sales by Major Supplier

Italy, CMV Blood Screening Market, Reagent Sales By Major Supplier

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