

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

<https://marketpublishers.com/r/22150314F17EN.html>

Date: April 2013

Pages: 194

Price: US\$ 3,480.00 (Single User License)

ID: 22150314F17EN

## **Abstracts**

The report presents a detailed analysis of the Rhinovirus diagnostics market in the US, Europe (France, Germany, Italy, Spain, UK) and Japan. Current scientific views on the Rhinovirus 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

Also, the report examines the market applications of DNA Probes, Monoclonal Antibodies, Immunoassays, IT and other technologies; 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.

Contains 194 pages and 7 tables

## Contents

### **I. INTRODUCTION**

### **II. RHINOVIRUS WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW**

- A. Background
- B. Diagnostic Tests
- C. Vaccines and Drugs
- D. Emerging Diagnostic Technologies
  - 1. Molecular Diagnostics
  - 2. Monoclonal Antibodies
  - 3. Immunoassays
  - 4. Differential Light Scattering
  - 5. Information Technology
  - 6. Artificial Intelligence
  - 7. Liposomes
  - 8. Flow Cytometry
  - 9. Chromatography
  - 10. Diagnostic Imaging
  - 11. Gel Microdroplets
  - 12. Other

### **III. FRANCE: TEST VOLUME AND DIAGNOSTICS SALES FORECAST BY MARKET SEGMENT**

### **IV. GERMANY: TEST VOLUME AND DIAGNOSTICS SALES FORECAST BY MARKET SEGMENT**

### **V. ITALY: TEST VOLUME AND DIAGNOSTICS SALES FORECAST BY MARKET SEGMENT**

### **VI. JAPAN: TEST VOLUME AND DIAGNOSTICS SALES FORECAST BY MARKET SEGMENT**

### **VII. SPAIN: TEST VOLUME AND DIAGNOSTICS SALES FORECAST BY MARKET SEGMENT**

### **VIII. UK: TEST VOLUME AND DIAGNOSTICS SALES FORECAST BY MARKET**

## **SEGMENT**

### **IX. USA: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES**

### **X. 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

### **XI. 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

### **XII. COMPETITIVE ASSESSMENTS**

Abbott  
Affymetrix  
Beckman Coulter/Danaher  
Becton Dickinson  
bioMerieux  
Bio-Rad  
Cepheid  
Diamedix

DiaSorin  
Eiken Chemical  
Enzo Biochem  
Fujirebio  
Gen-Probe  
Hologic  
ID Biomedical  
Innogenetics/Solvay  
Kreatech  
Life Technology  
Lonza  
Nanogen/Elitech  
Novartis Diagnostics  
Ortho-Clinical Diagnostics  
Qiagen  
Roche  
Scienion  
Sequenom  
SeraCare  
Siemens  
Takara Bio  
Thermo Fisher  
Wallac  
Wako

## List Of Tables

### LIST OF TABLES

France Rhinovirus Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Rhinovirus Test Volume and Diagnostics Sales Forecast by Market Segment

Italy Rhinovirus Test Volume and Diagnostics Sales Forecast by Market Segment

Japan Rhinovirus Test Volume and Diagnostics Sales Forecast by Market Segment

Spain Rhinovirus Test Volume and Diagnostics Sales Forecast by Market Segment

U.K. Rhinovirus Test Volume and Diagnostics Sales Forecast by Market Segment

U.S.A. Rhinovirus Test Volume and Diagnostics Sales Forecast by Market Segment

## I would like to order

Product name: 2013 Analysis of the RhinovirusTesting Market: US, Europe (France, Germany, Italy, Spain, UK), Japan - Emerging Opportunities, Country Forecasts, Innovative Technologies, and Competitive Landscape

Product link: <https://marketpublishers.com/r/22150314F17EN.html>

Price: US\$ 3,480.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/22150314F17EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970