

# **2013 Analysis of the Salmonella 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 Salmonella diagnostics market in the US, Europe, (France, Germany, Italy, Spain, UK) and Japan. Current scientific views on the Salmonella 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

Public Health Labs

Physician Offices

Commercial/Private Labs

In addition to test volume and sales projections, the report presents sales and market share estimates for major suppliers of Salmonella 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.

Contains 221 pages and 9 tables

## Contents

### **I. INTRODUCTION**

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

- A. Background
- B. Diagnostic Tests
- C. Vaccines and Drugs
- D. Instrumentation Review of Leading Analyzers Marketed by Abbott, Beckman Coulter/Danaher, BioMerieux, Ortho-Clinical Diagnostics, Roche, Siemens, Tosoh, Wallac and Other Suppliers
- E. 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

Major Companies Developing or Marketing Salmonella Tests

France Salmonella Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Salmonella Test Volume and Diagnostics Sales Forecast by Market Segment

Italy Salmonella Test Volume and Diagnostics Sales Forecast by Market Segment

Japan Salmonella Test Volume and Diagnostics Sales Forecast by Market Segment

Spain Salmonella Test Volume and Diagnostics Sales Forecast by Market Segment

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

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

U.S.A. Salmonella Testing Market Diagnostics Sales by Major Supplier

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