

# 2013 Factor Assays: US, Europe, Japan Test Volume Forecasts by Country and Market Segment

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## Abstracts

This new 295-page report from Venture Planning Group presents a detailed analysis of the Factor Assays testing market in the US, Europe (France, Germany, Italy, Spain, UK) and Japan, including clinical significance and current laboratory practice, as well as 5- and 10-year test volume forecasts by country and market segment.

The growing cost-containment pressures in major industrialized nations and continued technological advances will radically change coagulation testing practice during the next ten years. New specific and sensitive markers of hemostasis will be increasingly used on automated instrumentation. Coagulation testing in general, and Factor Assays testing specifically, will 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 Factor Assays testing closer to the patient, creating additional opportunities and challenges for suppliers.

The report examines market applications of chromogenic substrates, monoclonal antibodies, immunoassays, IT, DNA probes, biochips/microarrays, 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 alternative market penetration strategies and entry barriers/risks.

Contains 295 pages and 85 tables

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