

2013 German Microbiology Testing Market: Opportunities and Strategies for Suppliers

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Abstracts

Highlights

This new 983-page report from Venture Planning Group presents a comprehensive analysis of the German microbiology testing market, including:

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

Current scientific views on the definition, epidemiology, and etiology of major infectious diseases and microorganisms.

Ten-year test volume and sales forecasts for nearly 80 microbiology tests performed in German hospitals, blood banks and commercial laboratories.

Instrumentation technologies and feature comparison of leading analyzers.

Sales and market shares of leading suppliers.

Emerging diagnostic technologies and their potential market applications.

Product development opportunities.

Profiles of 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 983 pages and 160 tables

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Beckman Coulter/Danaher
Becton Dickinson
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