

# 2013 Germany Transfusion Diagnostic Testing Market: Opportunities and Strategies for Suppliers

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## Abstracts

### Highlights

This new 426-page market segmentation analysis of the transfusion testing market report from Venture Planning Group including:

Major issues pertaining to the German transfusion testing 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 German transfusion testing 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 426 pages and 43 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

## **GERMANY**

- 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: Germany, Total Blood Bank Test Volume and Reagent Sales Forecast by Test Category

Germany, Facilities Performing Blood Bank Tests by Market Segment

Germany, Hospital Laboratories Performing Blood Bank Tests by Bed Size

Germany, Commercial/Private Laboratories Performing Blood Bank Tests by Annual Test Volume

Germany, All Market Segments Blood Typing And Grouping Test Volume Forecast by Market Segment

Germany, All Market Segments Blood Typing And Grouping Test Volume Forecast

Germany, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast

Germany, Blood Banks Blood Typing And Grouping Test Volume Forecast

Germany, Commercial/Private Laboratories Blood Typing and Grouping Test Volume Forecast

Germany, All Market Segments Infectious Disease Screening Test Volume Forecast By Market Segment

Germany, All Market Segments Infectious Disease Screening Test Volume Forecast

Germany, Blood Banks Infectious Disease Screening Test Volume Forecast

Germany, Commercial/Private Laboratories Infectious Disease Screening Test Volume Forecast

Germany, Hospital Laboratories Infectious Disease Screening Test Volume Forecast

Germany, All Market Segments Blood Typing And Grouping Reagent Market Forecast by Market Segment

Germany, All Market Segments Blood Typing And Grouping Reagent Market Forecast By Major Test

Germany, Hospital Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

Germany, Blood Banks Blood Typing and Grouping Reagent Market By Major Test Forecast

Germany, Commercial/Private Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

Germany, All Market Segments Infectious Disease Screening Reagent Market Forecast By Market Segment

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

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

Germany, Commercial/Private Laboratories Infectious Disease Screening Reagent Market Forecast By Test

Germany, Hospital Laboratories Infectious Disease Screening Reagent Market Forecast by Test

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

Germany, HIV-1/2 Blood Screening Market, Reagent Sales by Major Supplier

Germany, Hepatitis Blood Screening Market, Reagent Sales by Major Supplier

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

Germany, CMV Blood Screening Market, Reagent Sales by Major Supplier

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