

# 2013 Italian Microbiology Testing Market: Opportunities and Strategies for Suppliers

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## Abstracts

### Highlights

This new 970-page report from Venture Planning Group comprehensive analysis of the Italian microbiology testing market, including:

Major issues pertaining to the Italian 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 Italian 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 970 pages and 155 tables

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