

2013 Rubella Diagnostics Market: US, Europe, Japan Test Volume, Sales Forecasts and Supplier Shares by Country

<https://marketpublishers.com/r/2E2333585D1EN.html>

Date: December 2012

Pages: 235

Price: US\$ 3,080.00 (Single User License)

ID: 2E2333585D1EN

Abstracts

This new 235-page report from Venture Planning Group presents a detailed analysis of the Rubella diagnostics market in the US, Europe, (France, Germany, Italy, Spain, UK) and Japan. Current scientific views on the Rubella 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

Commercial/Private Labs

Physician Offices

Public Health Labs

For each country, in addition to test volume and sales projections, the report presents sales and market share estimates for major suppliers of Rubella 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.

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