

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

<https://marketpublishers.com/r/28471B199BBEN.html>

Date: December 2012

Pages: 221

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

ID: 28471B199BBEN

## **Abstracts**

This new 221-page report from Venture Planning Group presents a detailed analysis of the Salmonella diagnostics market in the US, Europe, (France, Germany, Italy, Spain, UK) and Japan. Current scientific views on the Salmonella 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

Public Health Labs

Physician Offices

Commercial/Private Labs

In addition to test volume and sales projections, the report presents sales and market share estimates for major suppliers of Salmonella 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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