

# **2013 Transfusion Diagnostic Testing Market: US, Europe, Japan--Emerging Opportunities and Business Expansion Strategies for Suppliers**

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## **Abstracts**

This new 800-page seven-country report from Venture Planning Group is designed to help current suppliers and potential market entrants identify and evaluate emerging opportunities in the global transfusion diagnostics market during the next ten years, and assist industry executives in developing effective business, new product development and marketing strategies.

### **Rationale**

During the next ten years, the transfusion diagnostics market will undergo significant transformation, which will result from the convergence of several trends, including more stringent regulations; advances in diagnostic technologies, IT, system engineering and automation; and intensifying competition. Some segments will start resembling commodity markets, where product positioning and differentiation are more critical than underlying technology.

The changes in the marketplace will create exciting opportunities for new instruments and reagent systems, as well as auxiliary products, such as specimen preparation devices, controls, calibrators, and innovative IT applications.

### **Geographic Coverage**

France

Germany

Italy

Japan

Spain

UK

USA

The report explores future marketing and technological trends in the US, Europe and Japan; provides estimates of the test volume, instrument placements and sales; compares features of major automated and semi-automated analyzers; profiles leading and emerging competitors; and identifies specific product and market opportunities facing suppliers during the next ten years.

### **Sales and Market Share Analysis**

Sales and market share estimates for leading suppliers of transfusion diagnostic testing reagents and instruments, by country and individual product.

### **Instrument Placements**

Annual placements and installed base of major automated and semi-automated analyzers, by supplier and model.

### **Competitive Assessments**

Strategic assessments of major suppliers and emerging market entrants, including their sales, product portfolios, marketing tactics, and new products in R&D.

### **Market Segmentation Analysis**

Comprehensive market segmentation analysis, including review of the market dynamics, trends, structure, size, growth, and key suppliers, by country.

Test volume and sales forecasts for over 40 transfusion diagnostic tests, including NAT, by country and market segment:

Blood Centers

Plasma Fractionation Facilities

Hospitals

Commercial/Private Laboratories

Military Blood Banks

## **Current and Emerging Products**

Analysis of current and emerging transfusion diagnostic tests.

Review of automated and semi-automated analyzers, including their operating characteristics, features, and selling prices.

## **Technology Review**

Assessment of current and emerging technologies, and their potential applications for the transfusion diagnostics market.

Comprehensive lists of companies developing or marketing new technologies and products, by test.

## **Worldwide Market Overview**

Estimates of facilities performing transfusion diagnostic tests, by country.

Test volume and sales projections by country.

## **Strategic Recommendations**

New product development opportunities with significant market appeal.

Alternative market penetration strategies.

Potential market entry barriers and risks.

## **Methodology**

The report is based on combination of primary and secondary information sources, including interviews with blood bankers, laboratory directors, and executives of leading diagnostics companies in the U.S., five major European countries, and Japan.

In addition to primary sources of information, a comprehensive review of the most recent technical and business publications, manufacturer product and financial literature, as well as Venture Planning Group's proprietary data files was conducted.

Contains 800 pages and 240 tables

## Contents

### I. INTRODUCTION

### II. @WORLDWIDE TECHNOLOGY AND MARKET OVERVIEW

#### 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
- D. Worldwide Market Overview
  - 1. Business Environment
  - 2. Market Structure
  - 3. Market Size and Growth

## **FRANCE**

- 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

## **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

## **ITALY**

- 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

## **JAPAN**

- 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

### **SPAIN**

- 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

### **U.K.**

- 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

### **U.S.A.**

- A. Executive Summary
- B. Business Environment
  - 1. Overview
  - 2. Health Care Expenditures
  - 3 Cost Consciousness
  - 4. Industry Consolidation
  - 5. Managed Care
  - 6. Hospitals
  - 7. Admissions
  - 8. Length of Stay
  - 9. Industry Diversification
  - 10. Physician Demographics
  - 11. Population Aging
    - a. Chronic Illnesses
    - b. Disease Incidence
    - c. Susceptibility to Latrogenesis
    - d. Multiple Illness Cases
  - 12. Laboratory Regulations
- 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  
Diagast  
Immucor  
Innogenetics  
Ortho-Clinical Diagnostics

Orchid CellMark

Novartis Diagnostics

Proteome Sciences

Roche

Siemens

Tecan

Appendix: Assumed Currency Exchange Rates

## 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  
Worldwide, All Market Segments, Facilities Performing Blood Bank Tests By Country  
Worldwide, All Market Segments, Total Blood Typing and Grouping Test Volume  
Forecast By Country  
Worldwide, All Market Segments, Total Infectious Disease Screening Test Volume  
Forecast  
Worldwide, All Market Segments, Total Blood Typing and Grouping Reagent Market  
Forecast By Country  
Worldwide, All Market Segments, Total Infectious Disease Reagent Market Forecast By  
Country  
Executive Summary Table: France, Total Blood Bank Test Volume and Reagent Sales  
Forecast By Test Category  
France, Facilities Performing Blood Bank Tests by Market Segment  
France, Hospital Laboratories Performing Blood Bank Tests by Bed Size  
France, Commercial/Private Laboratories Performing Blood Bank Tests By Annual Test  
Volume  
France, All Market Segments Blood Typing And Grouping Test Volume Forecast by  
Market Segment  
France, All Market Segments Blood Typing And Grouping Test Volume Forecast  
France, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast  
France, Blood Banks Blood Typing And Grouping Test Volume Forecast  
France, Commercial/Private Laboratories Blood Typing and Grouping Test Volume  
Forecast  
France, All Market Segments Infectious Disease Screening Test Volume Forecast By  
Market Segment  
France, All Market Segments Infectious Disease Screening Test Volume Forecast  
France, Blood Banks Infectious Disease Screening Test Volume Forecast  
France, Commercial/Private Laboratories Infectious Disease Screening Test Volume  
Forecast

France, Hospital Laboratories Infectious Disease Screening Test Volume Forecast

France, All Market Segments Blood Typing And Grouping Reagent Market Forecast By Market Segment

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

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

France, Blood Banks Blood Typing and Grouping Reagent Market Forecast by Major Test

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

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

France, All Market Segments Infectious Disease Screening Reagent Market Forecast By Test

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

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

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

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

France, HIV/HTLV Blood Screening Market, Reagent Sales by Major Supplier

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

France, HIV/Hepatitis NAT Screening Market Reagent Sales by Major Supplier

France, CMV Blood Screening Market, Reagent Sales By Major Supplier

France, Syphilis Blood Screening Market, Reagent Sales By Major Supplier

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

Executive Summary Table: Italy, Total Blood Bank Test Volume and Reagent Sales Forecast by Test Category

Italy, Facilities Performing Blood Bank Tests by Market Segment

Italy, Hospital Laboratories Performing Blood Bank Tests by Bed Size

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



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

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

Italy, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast

Italy, Blood Banks Blood Typing And Grouping Test Volume Forecast

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

Italy, All Market Segments Infectious Disease Screening Test Volume Forecast by Market Segment

Italy, All Market Segments Infectious Disease Screening Test Volume Forecast

Italy, Blood Banks Infectious Disease Screening Test Volume Forecast

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

Italy, Hospital Laboratories Infectious Disease Screening Test Volume Forecast

Italy, All Market Segments Blood Typing and Grouping Reagent Market Forecast by Market Segment

Italy, All Market Segments Blood Typing And Grouping Reagent Market Forecast by Major Test

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

Italy, Blood Banks Blood Typing and Grouping Reagent Market Forecast by Major Test

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

Italy, All Market Segments Infectious Disease Screening Reagent Market Forecast by Market Segment

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

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

Italy, Commercial/Private Laboratories Infectious Disease Screening Reagent Market Forecast by Test

Italy, Hospital Laboratories Infectious Disease Screening Reagent Market Forecast By Test

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

Italy, AIDS/Hepatitis Blood Screening Market, Reagent Sales by Major Supplier

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

Italy, CMV Blood Screening Market, Reagent Sales By Major Supplier

Executive Summary Table: Japan, Total Blood Bank Test Volume and Reagent Sales Forecast by Test Category

Japan, Facilities Performing Blood Bank Tests by Market Segment

Japan, Hospital Laboratories Performing Blood Bank Tests By Bed Size

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

Japan, All Market Segments Blood Typing and Grouping Test Volume Forecast by Market Segment

Japan, All Market Segments Blood Typing and Grouping Test Volume Forecast

Japan, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast

Japan, Blood Banks Blood Typing and Grouping Test Volume Forecast

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

Japan, All Market Segments Infectious Disease Screening Test Volume Forecast by Market Segment

Japan, All Market Segments Infectious Disease Screening Test Volume Forecast

Japan, Blood Banks Infectious Disease Screening Test Volume Forecast

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

Japan, Hospital Laboratories Infectious Disease Screening Test Volume Forecast

Japan, All Market Segments Blood Typing and Grouping Reagent Market Forecast By Market Segment

Japan, All Market Segments Blood Typing And Grouping Reagent Market Forecast by Major Test

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

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

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

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

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

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

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

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

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

Japan, HIV/HTLV Blood Screening Market, Reagent Sales by Major Supplier  
Japan, Hepatitis C Blood Screening Market, Reagent Sales by Major Supplier  
Japan, CMV Blood Screening Market, Reagent Sales by Major Supplier  
Japan, Syphilis Blood Screening Market, Reagent Sales by Major Supplier  
Executive Summary Table: Spain, Total Blood Bank Test Volume and Reagent Sales  
Forecast by Test Category  
Spain, Facilities Performing Blood Bank Tests by Market Segment  
Spain, Hospital Laboratories Performing Blood Bank Tests by Bed Size  
Spain, Commercial/Private Laboratories Performing Blood Bank Tests by Annual Test  
Volume  
Spain, All Market Segments Blood Typing And Grouping Test Volume Forecast by  
Market Segment  
Spain, All Market Segments Blood Typing and Grouping Test Volume Forecast  
Spain, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast  
Spain, Blood Banks Blood Typing And Grouping Test Volume Forecast  
Spain, Commercial/Private Laboratories Blood Typing and Grouping Test Volume  
Forecast  
Spain, All Market Segments Infectious Disease Screening Test Volume Forecast By  
Market Segment  
Spain, All Market Segments Infectious Disease Screening Test Volume Forecast  
Spain, Blood Banks Infectious Disease Screening Test Volume Forecast  
Spain, Commercial/Private Laboratories Infectious Disease Screening Test Volume  
Forecast  
Spain, Hospital Laboratories Infectious Disease Screening Test Volume Forecast  
Spain, All Market Segments Blood Typing And Grouping Reagent Market Forecast By  
Market Segment  
Spain, All Market Segments Blood Typing And Grouping Reagent Market Forecast by  
Major Test  
Spain, Hospital Laboratories Blood Typing and Grouping Reagent Market Forecast By  
Major Test  
Spain, Blood Banks Blood Typing and Grouping Reagent Market By Major Test  
Forecast  
Spain, Commercial/Private Laboratories Blood Typing and Grouping Reagent Market  
Forecast By Major Test  
Spain, All Market Segments Infectious Disease Screening Reagent Market Forecast by  
Market Segment  
Spain, All Market Segments Infectious Disease Screening Reagent Market Forecast by  
Test  
Spain, Blood Banks Infectious Disease Screening Reagent Market Forecast by Test

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

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

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

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

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

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

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

Spain, Syphilis Blood Screening Market, Reagent Sales by Major Supplier

Executive Summary Table: U.K., Total Blood Bank Test Volume and Reagent Sales Forecast by Test Category

U.K., Facilities Performing Blood Bank Tests by Market Segment

U.K., Hospital Laboratories Performing Blood Bank Tests by Bed Size

U.K., Commercial/Private Laboratories Performing Blood Bank Tests by Annual Test Volume

U.K., All Market Segments Blood Typing And Grouping Test Volume Forecast by Market Segment

U.K., All Market Segments Blood Typing And Grouping Test Volume Forecast

U.K., Hospital Laboratories Blood Typing and Grouping Test Volume Forecast

U.K., Blood Banks Blood Typing And Grouping Test Volume Forecast

U.K., Commercial/Private Laboratories Blood Typing and Grouping Test Volume Forecast

U.K., All Market Segments Infectious Disease Screening Test Volume Forecast by Market Segment

U.K., All Market Segments Infectious Disease Screening Test Volume Forecast

U.K., Blood Banks Infectious Disease Screening Test Volume Forecast

U.K., Hospital Laboratories Infectious Disease Screening Test Volume Forecast

U.K., Commercial/Private Laboratories Infectious Disease Screening Test Volume Forecast

U.K., All Market Segments Blood Typing And Grouping Reagent Market Forecast By Market Segment

U.K., All Market Segments Blood Typing And Grouping Reagent Market Forecast by Major Test

U.K., Hospital Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

U.K., Blood Banks Blood Typing and Grouping Reagent Market Forecast by Major Test

U.K., All Market Segments Infectious Disease Screening Reagent Market Forecast By

## Market Segment

U.K., All Market Segments Infectious Disease Screening Reagent Market Forecast

Segment By Test

U.K., Blood Banks Infectious Disease Screening Reagent Market Forecast by Test

U.K., Hospital Laboratories Infectious Disease Screening Reagent Market Forecast By Test

U.K., Commercial/Private Laboratories Infectious Disease Screening Reagent Market Forecast by Test

U.K., Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And Market Shares

U.K., HIV-1/2 Blood Screening Market, Reagent Sales by Major Supplier

U.K., Hepatitis Blood Screening Market, Reagent Sales by Major Supplier

U.K., Syphilis Blood Screening Market, Reagent Sales by Major Supplier

Executive Summary Table: U.S.A., Total Blood Bank Test Volume and Reagent Sales Forecast by Test Category

U.S.A., Estimated Number of Inpatient and Ambulatory Surgeries

U.S.A., Facilities Performing Blood Bank Tests by Market Segment

U.S.A., Hospital Laboratories Performing Blood Bank Tests by Bed Size

U.S.A., Commercial/Private Laboratories Performing Blood Bank Tests by Annual Test Volume Forecast

U.S.A., Facilities Collecting Whole Blood And Plasma by Market Forecast Segment

U.S.A., Whole Blood and Plasma Collections By Market Forecast Segment

U.S.A., All Market Segments Blood Typing and Grouping Test Volume by Market Forecast Segment

U.S.A., All Market Segments Blood Typing And Grouping Test Volume Forecast

U.S.A., Hospital Laboratories Blood Typing and Grouping Test Volume Forecast

U.S.A., Community and Regional Blood Centers Blood Typing and Grouping Test Volume Forecast

U.S.A., Commercial/Private Laboratories Blood Typing and Grouping Test Volume Forecast

U.S.A., Plasma Fractionation Centers Blood Typing and Grouping Test Volume Forecast

U.S.A., Military Blood Banks Blood Typing and Grouping Test Volume Forecast

U.S.A., All Market Segments Infectious Disease Screening Test Volume Forecast By Market Segment

U.S.A., All Market Segments Infectious Disease Screening Test Volume Forecast

U.S.A., Community and Regional Centers Infectious Disease Screening Test Volume Forecast

U.S.A., Plasma Fractionation Centers Infectious Disease Screening Test Volume



## Forecast

U.S.A., Hospital Blood Banks Infectious Disease Screening Test Volume Forecast

U.S.A., Military Blood Banks Infectious Disease Screening Test Volume Forecast

U.S.A., All Market Segments Blood Typing And Grouping Reagent Market Forecast by Market Segment

U.S.A., All Market Segments Blood Typing And Grouping Reagent Market Forecast by Market Segment

U.S.A., Hospital Blood Banks Blood Typing And Grouping Reagent Market Forecast by Major Test

U.S.A., Community and Regional Blood Centers Blood Typing and Grouping Reagent Market Forecast By Major Test

U.S.A., Commercial/Private Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

U.S.A., Plasma Fractionation Centers Blood Typing and Grouping Reagent Market Forecast By Major Test

U.S.A., Military Blood Banks Blood Typing And Grouping Reagent Market Forecast by Major Test

U.S.A., All Market Segments Infectious Disease Screening Reagent Market by Market Forecast Segment

U.S.A., All Market Segments Infectious Disease Screening Reagent Market by Market Forecast Segment

U.S.A., Community and Regional Centers Infectious Disease Screening Reagent Market Forecast By Test

U.S.A., Plasma Fractionation Centers Infectious Disease Screening Reagent Market Forecast By Test

U.S.A., Hospital Blood Banks Infectious Disease Screening Reagent Market Forecast By Test

U.S.A., Military Blood Banks Infectious Disease Screening Reagent Market Forecast By Test

U.S.A., Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And Market Shares

U.S.A., HIV/HTLV Blood Screening Market, Reagent Sales by Major Supplier

U.S.A., Hepatitis Blood Screening Market, Reagents Sales by Major Supplier

U.S.A., Hepatitis C Blood Screening Market, Reagent Sales By Major Supplier

U.S.A., HIV/Hepatitis C NAT Market, Reagent Sales By Major Supplier

U.S.A., West Nile Virus NAT Market, Reagent Sales by Major Supplier

U.S.A., CMV Blood Screening Market, Reagent Sales by Major Supplier

U.S.A., Syphilis Blood Screening Market, Reagent Sales by Major Supplier

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