

# 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

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