

2013 US Microbiology Testing Market: Opportunities and Strategies for Suppliers

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Abstracts

Highlights

This new 1,037-page report from Venture Planning Group presents a comprehensive analysis of the US microbiology testing market, including:

Major issues pertaining to the US 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 US hospitals, blood banks, physician offices, public health 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 1,037 pages and 177 tables

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