

2014-2018 Japanese Virology and Bacteriology Testing Market: Supplier Shares, Country Forecasts, Innovative Technologies, Competitive Strategies, Opportunities for Suppliers

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Abstracts

Complete report \$8,800. DataPack (test volumes, sales forecasts, supplier shares) \$5,700. Emerging Opportunities in the Japanese Virology and Bacteriology Testing Market is a new strategic analysis of major business opportunities emerging in the infectious disease testing market during the next five years.

The report examines key Japanese market trends; reviews current and emerging assays; analyzes potential applications of innovative diagnostic technologies; forecasts volume and sales for over 100 infectious disease tests by assay, and market segment; provides test volume estimates by method (molecular, serology/immunodiagnosics, culture/microscopy); profiles leading players and potential market entrants; and suggests alternative business expansion strategies for suppliers.

Rationale

This comprehensive report will assist diagnostics industry executives, as well as companies planning to diversify into the dynamic and rapidly expanding microbiology testing market, in evaluating emerging opportunities and developing effective business strategies. Microbiology testing is one of the most rapidly growing segments of the in vitro diagnostics industry, and the greatest challenge facing suppliers during this decade. Among the main driving forces is continuing spread of AIDS, which remains the world's major health threat and a key factor contributing to the rise of opportunistic infections; threat of bioterrorism; advances in molecular diagnostic technologies; and a wider availability of immunosuppressive drugs.

Although for some infections the etiology is still a mystery, while for others the causative microorganisms are present in minute concentrations long before the occurrence of first clinical symptoms, recent advances in genetic engineering and detection technologies are creating exciting opportunities for highly sensitive, specific and cost-effective products.

Opportunities and Strategic Recommendations

Emerging opportunities for new instrumentation, reagents kits, IT and other products with significant market appeal during the next five years.

Design criteria for decentralized testing products.

Alternative market penetration strategies.

Potential market entry barriers and risks.

Infectious Diseases Analyzed in the Report:

AIDS/HIV, Adenovirus, Aeromonads, Bartonella, Blastocystis Hominis, Campylobacter, Candida, Chancroid, Chlamydia, Clostridium, Coronavirus, Coxsackievirus, Cryptosporidium, Cyclospora, CMV, E. Coli, Echovirus, Encephalitis, Enterovirus, EBV, Giardia, Gonorrhoea, Granuloma Inguinale, Hantavirus, H. Pylori, Hepatitis, Herpes Influenza, Legionella, Lyme disease, Lymphogranuloma, Malaria, Measles, Meningitis, Microsporidium, Mononucleosis, Mumps, Mycoplasma, HPV, Parvovirus, Pneumonia, Polyomaviruses, Pseudomonas, Rabies, RSV, Rhinovirus, Rotavirus, Rubella, Salmonella, Septicemia, Shigella, Staphylococci, Streptococci, Syphilis, Toxoplasmosis, Trichomonas, TB, Vibrio, West Nile, Yersinia.

Market Segmentation Analysis

Sales and market shares of major suppliers by individual test.

Volume and sales forecasts for over 100 infectious disease assays by individual test and market segment:

Hospitals

Blood Banks

Commercial/Private Laboratories

Test volume estimates by method (molecular, serology/immunodiagnosics, culture/microscopy).

Review of the market dynamics, trends, structure, size, growth and major suppliers.

Current and Emerging Products

In-depth examination of over 100 major diseases, including their etiology, current diagnostic tests, vaccines, drugs and market needs.

Review of major analyzers used for infectious disease testing, including their operating characteristics, features and selling prices.

Technology Review

Assessment of molecular diagnostic, monoclonal antibody, immunoassay, and other technologies and their potential applications for infectious disease testing.

Global listings of companies developing or marketing infectious disease diagnostic products by individual test.

Competitive Assessments

Strategic assessments of major suppliers and emerging market entrants, including their sales, product portfolios, marketing tactics, collaborative arrangements and new products in R&D. Contains 976 pages and 160 tables

Contents

I. INTRODUCTION

II. Major Product Development Opportunities

- A. Instrumentation
- B. Reagent Kits and Test Systems/panels
- C. Information Technology
- D. Auxiliary Products

III. Design Criteria for Decentralized Testing Products

IV. ALTERNATIVE MARKET PENETRATION STRATEGIES

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts
- D. Distribution Strategies for Decentralized Testing Markets
 - 1. Marketing Approaches
 - 2. Product Complexity
 - 3. Customer Preference
 - 4. Established Suppliers
 - 5. Emerging Suppliers
 - 6. Major Types of Distributors
 - 7. Market Segmentation

V. Potential Market Entry Barriers and Risks

- A. Market Maturity
- B. Cost Containment
- C. Competition
- D. Technological Edge and Limitations
- E. Patent Protection
- F. Regulatory Constraints
- G. Decentralized Testing Market Challenges

VI. Worldwide Overview of Major Tests, Technologies, and Instrumentation

A. Major Infectious Disease Tests

1. AIDS
2. Adenovirus
3. Aeromonas
4. Anthrax/Bacillus Anthracis
5. Arboviruses
6. Babesiosis
7. Bacillary Epithelioid Angiomatosis (BEA) and Other Bartonella (Rochalimaea)
8. Blastocystis Hominis
9. Brucella
10. Campylobacter
11. Candida
12. Chagas Disease
13. Chancroid
14. Chlamydia
15. Clostridium Difficile
16. Coronaviruses
17. Coxsackieviruses
18. Creutzfeldt-Jakob's Disease
19. Cryptosporidium Parvum
20. Cyclospora Cayetanensis
21. Cytomegalovirus
22. Ebola Virus
23. E. Coli
24. EchoVirus
25. Encephalitis
26. Enteroviruses
27. Epstein-Barr Virus
28. Giardia Lamblia
29. Gonorrhea
30. Granuloma Inguinale
31. Hantavirus
32. Helicobacter Pylori
33. Hepatitis
34. Herpes Simplex Virus
35. Human Herpes Virus-6 (HHV-6)
36. Influenza Viruses
37. Legionella
38. Lyme Disease

39. Lymphogranuloma Venereum (LGV)
40. Malaria
41. Measles (Rubeola)
42. Meningitis
43. Microsporidium
44. Mononucleosis
45. Mumps
46. Mycoplasma
47. Papillomaviruses
48. Parvovirus B19
49. Pneumonia
50. Polyomaviruses
51. Pseudomonas Aeruginosa
52. Rabies
53. Respiratory Syncytial Virus (RSV)
54. RhinoViruses
55. RotaVirus (REOVIRUS)
56. Rubella(MEASLES)
57. Salmonellosis
58. Septicemia
59. Shigellosis
60. Staphylococcus Aureus
61. Streptococci
62. Syphilis
63. Toxoplasmosis
64. Trichomonas Vaginalis
65. Tuberculosis
66. Vibrio
67. West Nile Virus
68. Yersina

B. Instrumentation Review: Operating Characteristics, Features and Selling Princes of Leading Automated and Semiautomated Analyzers

C. Emerging Diagnostic Technologies

1. Molecular Diagnostics
2. Monoclonal Antibodies
3. Immunoassays
4. Differential Light Scattering
5. Information Technology
6. Artificial Intelligence

7. Liposomes
8. Flow Cytometry
9. Chromatography
10. Diagnostic Imaging
11. Gel Microdroplets
12. Other

VII. Japan

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Growth, Volume by Method, and Major Suppliers' Sales and Market Shares by Test

XI. Competitive Assessments

Abbott
Affymetrix
Beckman Coulter/Danaher
Becton Dickinson
bioMerieux
Bio-Rad
Cepheid
Diamedix
DiaSorin
Eiken Chemical
Enzo Biochem
Fujirebio/Innogenetics
Hologic/Gen-Probe
ID Biomedical/GSK
Kreatech
Life Technology
Lonza
Nanogen/Elitech
Novartis Diagnostics
Ortho-Clinical Diagnostics
Qiagen
Roche

Scienion
Sequenom
SeraCare
Siemens
Takara Bio
Thermo Fisher
Wallac/PE
Wako

XVI. Appendix: Assumed Currency Exchange Rates

List Of Tables

LIST OF TABLES

Major Companies Developing or Marketing AIDS Tests
Major Companies Developing or Marketing Adenovirus Tests
Major Companies Developing or Marketing Bartonella Tests
Major Companies Developing or Marketing Campylobacter Tests
Major Companies Developing or Marketing Candida Tests
Major Companies Developing or Marketing Chlamydia Tests
Major Companies Developing or Marketing Clostridium Tests
Major Companies Developing or Marketing Coronavirus Tests
Major Companies Developing or Marketing Cryptosporidium Tests
Major Companies Developing or Marketing CMV Tests
Major Companies Developing or Marketing Echovirus Tests
Major Companies Developing or Marketing Enterovirus Tests
Major Companies Developing or Marketing EBV Tests
Major Companies Developing or Marketing Giardia Tests
Major Companies Developing or Marketing Gonorrhoea Tests
Major Companies Developing or Marketing Hantavirus Tests
Major Companies Developing or Marketing Helicobacter Pylori Tests
Major Companies Developing or Marketing Hepatitis Tests
Major Companies Developing or Marketing Herpes Tests
Major Companies Developing or Marketing Influenza Tests
Major Companies Developing or Marketing Legionella Tests
Major Companies Developing or Marketing Lyme Disease Tests
Major Companies Developing or Marketing Lymphogranuloma Tests
Major Companies Developing or Marketing Malaria Tests
Major Companies Developing or Marketing Measles Tests
Major Companies Developing or Marketing Meningitis Tests
Major Companies Developing or Marketing Microsporidium Tests
Major Companies Developing or Marketing Mononucleosis Tests
Major Companies Developing or Marketing Mumps Tests
Major Companies Developing or Marketing Mycoplasma Tests
Major Companies Developing or Marketing Papilloma Virus Tests
Major Companies Developing or Marketing Parvovirus Tests
Major Companies Developing or Marketing Pneumonia Tests
Major Companies Developing or Marketing RSV Tests
Major Companies Developing or Marketing Rotavirus Tests

Major Companies Developing or Marketing Rubella Tests
Major Companies Developing or Marketing Salmonella Tests
Major Companies Developing or Marketing Septicemia Tests
Major Companies Developing or Marketing Shigella Tests
Major Companies Developing or Marketing Staphylococci Tests
Major Companies Developing or Marketing Streptococci Tests
Major Companies Developing or Marketing Syphilis Tests
Major Companies Developing or Marketing Toxoplasmosis Tests
Major Companies Developing or Marketing Trichomonas Tests
Major Companies Developing or Marketing Tuberculosis Tests
Major Companies Developing or Marketing West Nile Tests
Major Companies Developing or Marketing Yersinia Tests
Japan Summary Table All Infectious Diseases Test Volume and Diagnostics Sales
Forecast by Market Segment
Japan Laboratories Performing Infectious Disease Tests by Market Segment
Japan Hospital Laboratories Performing Infectious Disease Tests by Bed Size
Japan Commercial/Private Laboratories Performing Infectious Disease Tests by Annual
Test Volume
Japan All Market Segments Infectious Disease Test Volume Forecast
Japanese All Market Segments Infectious Disease Test Volume by Method
Japan Hospital Laboratories Infectious Disease Test Volume Forecast
Japan Blood Banks Infectious Disease Test Volume Forecast
Japan Commercial/Private Laboratories Infectious Disease Test Volume Forecast
Japan All Market Segments Infectious Disease Diagnostics Market Forecast
Japan Hospital Laboratories Infectious Disease Diagnostics Market Forecast
Japan Blood Banks Infectious Disease Diagnostics Market Forecast
Japan Commercial/Private Laboratories Infectious Disease Diagnostics Market Forecast
Japan HIV or HIV I/HIV II Test Volume and Diagnostics Sales by Market Segment
Forecast
Japan HIVAg Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Western Blot/Other Confirmatory Test Volume and Diagnostics Sales Forecast
by Market Segment
Japan Adenovirus Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Aeromonads Test Volume and Diagnostics Sales Forecast by Market Segment
Japan BEA Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Blastocystis Hominis Test Volume and Diagnostics Sales Forecast by Market
Segment
Japan Campylobacter Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Candida Test Volume and Diagnostics Sales Forecast by Market Segment

Japan Chancroid Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Chlamydia Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Clostridium Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Coronavirus Test Volume and Diagnostics Sales Forecast by Market Segment
Japan CoxsackieVirus Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Cryptosporidium Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Cyclospora Test Volume and Diagnostics Sales Forecast by Market Segment
Japan CMV Test Volume and Diagnostics Sales Forecast by Market Segment
Japan E. Coli Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Echovirus Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Encephalitis Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Enterovirus Test Volume and Diagnostics Sales Forecast by Market Segment
Japan EBV Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Giardia Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Gonorrhoea Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Granuloma Inguinale Test Volume and Diagnostics Sales Forecast by Market Segment
Japan HantaVirus Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Helicobacter Pylori Test Volume and Diagnostics Sales Forecast by Market Segment
Japan HAV NAT Test Volume and Diagnostics Sales Forecast by Market Segment
Japan HBV NAT Test Volume and Diagnostics Sales Forecast by Market Segment
Japan HBsAg Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Hepatitis C Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Anti-HBc Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Anti-HBs Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Anti-HAV Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Hepatitis Delta Test Volume and Diagnostics Sales Forecast by Market Segment
Japan HBcAg Test Volume and Diagnostics Sales Forecast by Market Segment
Japan HBeAg Test Volume and Diagnostics Sales Forecast by Market Segment
Japan ALT/SGPT Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Herpes Simplex I and II Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Herpes Type VI Test Volume and Diagnostics Sales Forecast by Market Segment
Japan HTLV I or HTLV I/HTLV II Test Volume and Diagnostics Sales Forecast by Market Segment

Japan Influenza Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Legionella Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Lyme Disease Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Lymphogranuloma Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Malaria Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Measles Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Meningitis Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Microsporidium Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Mononucleosis Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Mumps Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Mycoplasma Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Papilloma Virus Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Parvovirus Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Pneumonia Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Polyomaviruses Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Pseudomonas Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Rabies Test Volume and Diagnostics Sales Forecast by Market Segment
Japan RSV Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Rhinovirus Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Rotavirus Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Rubella Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Salmonella Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Septicemia Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Shigella Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Staphylococci Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Streptococci Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Syphilis Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Toxoplasmosis Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Trichomonas Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Tuberculosis Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Vibrio Test Volume and Diagnostics Sales Forecast by Market Segment
Japan West Nile Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Yersinia Test Volume and Diagnostics Sales Forecast by Market Segment
Japan AIDS Testing Market Diagnostics Sales by Major Supplier
Japan Campylobacter Testing Market Diagnostics Sales by Major Supplier
Japan Candida Testing Market Diagnostics Sales by Major Supplier

Japan Chlamydia Testing Market Diagnostics Sales by Major Supplier
Japan CMV Testing Market Diagnostics Sales by Major Supplier
Japan Gonorrhoea Testing Market Diagnostics Sales by Major Supplier
Japan Hepatitis Testing Market Diagnostics Sales by Major Supplier
Japan Hepatitis C Testing Market Diagnostics Sales by Major Supplier
Japan Herpes Testing Market Diagnostics Sales by Major Supplier
Japan Legionella Testing Market Diagnostics Sales Forecast by Major Supplier
Japan Meningitis Testing Market Diagnostics Sales by Major Supplier
Japan Mononucleosis Testing Market Diagnostics Sales by Major Supplier
Japan Mycoplasma Testing Market Diagnostics Sales by Major Supplier
Japan Pneumonia Testing Market Diagnostics Sales by Major Supplier
Japan RSV Testing Market Diagnostics Sales by Major Supplier
Japan Rotavirus Testing Market Diagnostics Sales by Major Supplier
Japan Rubella Testing Market Diagnostics Sales by Major Supplier
Japan Septicemia Testing Market Diagnostics Sales by Major Supplier
Japan Shigella Testing Market Diagnostics Sales by Major Supplier
Japan Streptococci Testing Market Diagnostics Sales by Major Supplier
Japan Syphilis Testing Market Diagnostics Sales by Major Supplier
Japan Toxoplasmosis Testing Market Diagnostics Sales by Major Supplier
Japan Trichomonas Testing Market Diagnostics Sales by Major Supplier
Japan Tuberculosis Testing Market Diagnostics Sales by Major Supplier

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