

European Blood Banking Market 2014: France, Germany, Italy, Spain, UK Innovations, Trends and Opportunities for Suppliers

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Abstracts

Complete report \$19,700. DataPack (test volumes, sales forecasts, supplier shares) \$12,800.

“European Blood Banking Market 2014: France, Germany, Italy, Spain, UK Innovations, Trends and Opportunities for Suppliers” is a new five-country strategic analysis prepared by Venture Planning Group in order to help current suppliers and potential market entrants identify and evaluate emerging opportunities and assist industry executives in developing effective business, new product development and marketing strategies.

Rationale

During the next five years, the European blood banking market is expected to 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.

Strategic Recommendations

New product development opportunities with significant market appeal.

Alternative market penetration strategies.

Potential market entry barriers and risks.

Geographic Coverage

France, Germany, Italy, Spain, UK

The report explores future marketing and technological trends in Europe; 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 five years.

Blood Typing and Grouping Tests

ABO, Antibody Panels, Antibody Screening/Indirect Antiglobulin, Antigen Typing (C, c, Duffy, E, e, I, i, Kell, Kidd, Le a, b, MN, P, S, s), Antiglobulin (Direct, C3 + IgG, IgG, C3), Crossmatching (Immediate Spin, Full Crossmatch), Rh (D, Du).

Infectious Disease Screening Tests

AIDS (HIV NAT, HIV-1/2), Cytomegalovirus, Hepatitis (HAV NAT, HBV NAT, HBs Ag, Anti-HBc, HCV NAT, HCV, ALT/SGPT), HTLV-I/II, Parvovirus B19 NAT, Syphilis, West Nile Virus NAT.

Sales and Market Share Analysis

Sales and market share estimates of leading suppliers of blood banking of reagents and instruments, by country and individual product.

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 blood banking tests, including NAT, by country and market segment:

Blood Centers

Hospitals

Commercial/Private Laboratories

Current and Emerging Products

Analysis of current and emerging blood banking 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 blood banking market.

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

Contains 600 pages and 170 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. AB
- 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

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

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

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
Grifols
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
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: 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

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