

2014-2018 European Molecular Diagnostics Market: Supplier Shares, Country Forecasts, Innovative Technologies, Competitive Strategies--Infectious Diseases, Genetic Diseases, Cancer, Forensic and Paternity Testing

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Abstracts

Complete report \$19,700. DataPack (test volumes, sales forecasts, supplier shares) \$12,800. This new 970-page comprehensive five-country report from Venture Planning Group is designed to help current suppliers and potential market entrants identify and evaluate the major business opportunities emerging in the European molecular diagnostics market during the next five years.

The report explores business and technological trends in major European countries (France, Germany, Italy, Spain, UK); provides 5-year test volume/sales forecasts; estimates shares of leading competitors; compares features of major analyzers; profiles leading market players; and identifies specific product and business opportunities facing instrument and consumable suppliers during the next five years. The \$4.5 billion molecular diagnostics market is unquestionably the most rapidly growing segment of the in vitro diagnostics industry.

The next five years will witness significant developments in reagent systems and automation, as well as introduction of a wide range of new products that will require innovative marketing approaches. The rate of market penetration into routine clinical laboratories, however, will depend on the introduction of and cost-effective automated systems with amplification methods. In order to successfully capitalize on the opportunities presented by the molecular diagnostics market, many companies are already exploiting new technologies as corporate strategic assets, managed in support of business and marketing strategies.

Integrating new technology planning with business and corporate strategies will be one of the most challenging tasks for diagnostics companies during the next five years.

Contains 970 pages and 75 tables

Contents

INTRODUCTION

WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW

A. DNA Sequencing

1. Introduction
2. Sequencing Methods
3. Autoradiography
4. The Human Genome Project
5. Sequencing Automation
6. Image Scanners
7. Fluorescent Detection
8. Gene Profiling
9. Gene Expression
10. Polymorphism Screening
11. Protein Interaction Networks

B. DNA And RNA Probe Technology

1. Basic Principles
2. Probe Preparation
3. The DNA Probe Test
 - a. Sample Preparation
 - b. Hybridization
 - c. Separation
 - d. Detection/Measurement
4. Test Formats
 - a. Filter Hybridization
 - b. Southern Blot
 - c. Northern Blot
 - d. In Situ Hybridization
 - e. Others
5. Labeling Techniques
6. Amplification Methods
 - Polymerase Chain Reaction
 - Temperature Cyclers
 - PCR Variations
 - Immuno-PCR
 - QC-PCR

DAP-PCR

Strand Displacement Activation

TMA

Ligase Chain Reaction

Branched DNA

Hybridization Protection Assay

Nucleic-Acid Sequence-Based Amplification

Self-Sustained Sequence Replicase

Others

Ampliprobe

CAR

CAS

CPT

Dendritic Polymer Technology

ISO-CR

LAT

Probe Networks

RAMP

Repair Chain Reaction

Rolling Circles

Sequence Independent Gene Amplification

Sequence Initiation Reaction

SISPA

Solid Phase Amplification

C. Detection Technologies

1. Radioactive Methods

a. Overview

b. Major Isotopes

P-32

S-35

H-3

I-125

2. Non-Isotopic Methods

a. Enzymatic Labels

b. Chemical Labeling

Indirect Chemical Labeling

Direct Chemical Labeling

c. Fluorescence

d. Chemiluminescence

- e. Electrical Conductivity
- D. Instrumentation Review
 - 1. Abbott LCx
 - 2. Beckman Coulter/Biomek FK
 - 3. Becton Dickinson SDA
 - 4. Bio-Rad GeneScope
 - 5. Gen-Probe Tigris
 - 6. Roche Cobas Amplicor
 - 7. Tecan LS Series
- E. Biochips: Genosensors, Microarrays, and Labs-on-the-Chip
 - Liquid Transportation and Mixing
 - Separation
 - Reaction
 - Detection
- F. Pharmacogenomics
- G. Major Applications
 - 1. Microbiology/Infectious Diseases
 - a. Overview
 - b. Major Infectious Diseases
 - AIDS
 - Structure and Composition
 - Classification
 - AIDS Origins
 - Animal Lentivirus Systems
 - Virus Receptors
 - HIV Infections in Humans
 - Pathogenesis and Pathology
 - 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
 - Cancer
 - Immunity

- Virus Isolation
- Serology
- Viral Nucleic Acid/Antigen Detection
- Epidemiology
 - Worldwide Spread of AIDS
 - United States
 - Routes of Transmission
- DNA Probes
 - Overview
 - Quantitative PCR
 - In Situ PCR
 - Needed Improvements
- Viral Load/Drug Resistance Testing
- Genotype and Phenotype Testing
- Blood Banking Considerations
- Adenovirus
 - Background
 - Diagnostic Tests
 - Vaccines and Drugs
- Adeno-Associated Viruses (AAV)
- Anthrax/Bacillus Anthracis
 - Background
 - Diagnostic Tests
 - Vaccines and Drugs
- Babesiosis
 - Background
- BEA and Other Bartonella Diseases
 - Background
 - Diagnostic Tests
 - Vaccines and Drugs
- Chagas Disease
 - Background
- Campylobacter
 - Background
 - Diagnostic Tests
 - Culture Identification
 - Vaccines and Drugs
- Chlamydia
 - Background

- Chlamydia psittaci
- Chlamydia pneumoniae
- Chlamydia trachomatis
- Diagnostic Tests
- Vaccines and Drugs
- Creutzfeldt-Jakob's Disease
 - Background
- Blood Transmission
 - Diagnostic Tests
- Major Commercial and Academic Players
 - Bayer
 - Disease Sciences/Bio Tec 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
- Cytomegalovirus
 - Background
 - Chorioretinitis
 - Gastrointestinal
 - Central Nervous System Disease
 - Diagnostic Tests
 - Vaccines and Drugs
- Ebola Virus
 - Background
 - Epidemiology
 - Clinical Syndromes
 - Diagnostic Tests
 - Vaccines and Drugs
- EchoVirus
 - Background
 - Acute Aseptic Meningitis
 - Encephalitis

- Exanthems
- Respiratory Disease
- Myopericarditis
- Neonatal Infections
- Diagnostic Tests
- Vaccines and Drugs
- Encephalitis
 - Background
 - Diagnostic Tests
 - Vaccines and Drugs
- Enteroviruses
 - Background
 - Diagnostic Tests
 - Viral Isolation and Identification
 - Antibody Tests
 - Vaccines and Drugs
- Epstein-Barr Virus
 - Background
 - Diagnostic Tests
 - Vaccines and Drugs
- Gonorrhea
 - Background
 - Diagnostic Tests
 - Vaccines and Drugs
- Hepatitis
- Hepatitis A
- Hepatitis B
 - Structure and Composition
 - Replication
- Hepatitis C
- Hepatitis D (Delta)
- Hepatitis E
- Hepatitis G
- Hepatitis Infections Pathology
- Clinical Findings
- Laboratory Tests
 - Hepatitis A
 - Hepatitis B
 - Hepatitis C

- Hepatitis D
- Hepatitis E
- Virus-Host Immune Reactions
- Epidemiology
- Hepatitis A
- Hepatitis B
- Hepatitis C
- Hepatitis D (Delta)
- Vaccines and Drugs
- Herpes Simplex Virus
- Background
- Diagnostic Tests
- Vaccines and Drugs
- Legionella
- Background
- Diagnostic Tests
- Vaccines and Drugs
- Lyme Disease
- Background
- Clinical Description
- Clinical Case Definition
- Laboratory Criteria for Diagnosis
- Case Classification
- Diagnostic Tests
- Vaccines and Drugs
- Malaria
- Mycoplasma
- Background
- Ureaplasma Urealyticum & Mycoplasma Hominis
- Diagnostic Tests
- Vaccines and Drugs
- Papillomaviruses/HPV
- Background
- HPV in Cancer
- Cervical Neoplasm
- Diagnostic Tests
- Vaccines and Drugs
- Prevention
- Parvovirus B19

Background

- Microbiology

- Epidemiology

- Clinical Syndromes

- Erythema Infectiosum (Slapped Cheek)

- Adult Polyarthropathy

- Transient Aplastic Crisis

- Transient Pancytopenia

- Red Cell Aplasia in Immunocompromised

- Perinatal Infections

Diagnostic Test

- Vaccines and Drugs

Pneumonia

- Background

- Diagnostic Tests

- Vaccines and Drugs

Polyomaviruses

- Background

- Diagnostic Tests

- Vaccines and Drugs

Salmonellosis

- Background

- Diagnostic Tests

- Vaccines and Drugs

Shigellosis

- Background

- Diagnostic Tests

- Vaccines and Drugs

Streptococci

- Background

- Diagnostic Tests

- Vaccines and Drugs

 - Group A Streptococci

 - Group B Streptococci

Toxoplasmosis

- Background

- Diagnostic Tests

- Vaccines and Drugs

Tuberculosis

- Background
- Diagnostic Tests
 - Microscopic Characteristics
 - Cultural Characteristics
 - Skin Tests
 - MDRTB
- Vaccines and Drugs
- West Nile Virus
 - Background
 - Clinical Syndromes
 - Diagnostic Tests
 - Vaccines and Drugs
- Yersinia
 - Background
 - Diagnostic Tests
 - Vaccines and Drugs
- c. Antibiotic Susceptibility
- 2. Cancer Testing
 - a. Overview
 - b. Major Cancer Types
 - Prostate
 - Lung
 - Colon and Rectum
 - Breast
 - Skin
 - Uterine
 - Leukemia
 - Oral
 - c. Oncogenes
 - Abl/abl-bcr
 - AIB1
 - BCL-2
 - BRCA1
 - CD44
 - C-fos
 - C-myb
 - C-myc
 - CYP17
 - Erb-B

HPC1
N-myc
P40
P51
P53
PIK3CA
PTI-1
Ras
Reg
Sis
Src

3. Genetic Diseases

- a. Overview
- b. Nucleic Acid Amplification
- c. Chromosome Imaging
- d. Genomics Technologies
- e. Proteomics Technologies
- f. Current Pharmacogenomic Tests
- g. Future Pharmacogenomic Testing
- h. Major Diseases
 - Achondroplasia
 - Autosomal Dominant Polycystic Kidney Disease
 - Cancer
 - Cosmetogenomics
 - Cystic Fibrosis
 - Down's Syndrome
 - Duchenne and Becker Muscular Dystrophy
 - Factor V (Leiden)
 - Factor IX Deficiency
 - Fragile X Syndrome
 - Heart Disease
 - Hemochromatosis
 - Hemophilia
 - Huntington's Disease
 - Maternal-Fetal Incompatibility
 - Multiple Endocrine Neoplasia
 - Phenylketonuria (PKU)
 - Polycystic Kidney Disease (PKD)
 - Prenatal Screening

- Retinitis Pigmentosa
- Retinoblastoma
- Sickle Cell Anemia
- Spinal Muscular Atrophy
- Vitamin B12 Metabolism
- i. Social Issues and Concerns
- 4. Forensic Testing
 - a. Overview
 - b. Multilocus and Single Locus Probes
 - Multilocus Probes
 - Single Locus Probes
 - PCR and RFLP
 - c. The FBI
 - d. DNA Profile Data Banks
 - U.S.A.
 - U.K.
 - e. Judicial Implementation
 - f. Major Crime Categories
 - g. Factors Contributing to the DNA Probe Market Expansion
 - Technology Availability
 - Use of Hair as Evidence
 - h. Wildlife Forensics
- 5. Paternity Testing/HLA Typing
- 6. Other Applications
 - a. Disease Susceptibility Testing
 - b. Cardiovascular Diseases
 - c. Diabetes
 - d. Alzheimer's Disease
 - e. Periodontal Disease
 - f. Plasma Purification
 - g. Organ Transplantation
 - h. Water Contamination
 - i. Other
- H. Competing/complementing Technologies
 - 1. Monoclonal Antibodies/Immunoassays
 - 2. RNA Probes
 - 3. Two-Dimensional Electrophoresis
 - 4. Flow Cytometry

FRANCE

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Growth And Major Suppliers' Sales And Market Shares

GERMANY

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Growth And Major Suppliers' Sales And Market Shares

ITALY

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Growth And Major Suppliers' Sales And Market Shares

SPAIN

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Growth And Major Suppliers' Sales And Market Shares

U.K.

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Growth And Major Suppliers' Sales And Market Shares

MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES

- A. Instrumentation
- B. Reagent Kits and Test Systems/panels

- C. Computers, Software and Automation
- D. Auxiliary Products

DESIGN CRITERIA FOR DECENTRALIZED TESTING PRODUCTS

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

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

COMPETITIVE PROFILES

Abbott
Affymetrix
Agilent
Applied Gene Technologies
Beckman Coulter/Danaher
Becton Dickinson
Biokit
BioMerieux

Bio-Rad
Biotest
Caliper
Cepheid
Decode
Diadexus
Eiken
Enzo
Exact Sciences
Fujirebio
Gen-Probe
Hologic
Illumina Innogenetics/Solvay
Kreatech
Li-Cor Biosciences
Life Technologies
Monogram Biosciences
Myriad Genetics
Nanogen/Elitech
Novartis
Nuvelo
Orchid CellMark
Ortho-Clinical Diagnostics
Proteome Sciences
Qiagen
Roche
Scienion
Sequenom
Shimadzu
Siemens
Sierra Molecular
Takara Bio
Tecan Group

APPENDIXES

Appendix I: Major Universities and Research Centers Developing Molecular Diagnostic Technology
Appendix II: Glossary of Terms

Appendix III: Currency Exchange Rates

List Of Tables

LIST OF TABLES

Major Companies Developing or Marketing AIDS Molecular Diagnostic And Other Direct Identification Tests

Major Companies Developing or Marketing Adenovirus Molecular Diagnostic And Other Direct Identification Tests

Major Companies Developing or Marketing Campylobacter Molecular Diagnostic And Other Direct Identification Tests

Major Companies Developing or Marketing Chlamydia Molecular Diagnostic And Other Direct Identification Tests

Major Companies Developing or Marketing CMV Molecular Diagnostic And Other Direct Identification Tests

Major Companies Developing or Marketing EBV Molecular Diagnostic And Other Direct Identification Tests

Major Companies Developing or Marketing Gonorrhea Molecular Diagnostic And Other Direct Identification Tests

Major Companies Developing or Marketing Hepatitis Molecular Diagnostic And Other Direct Identification Tests

Major Companies Developing or Marketing Herpes Molecular Diagnostic And Other Direct Identification Tests

Major Companies Developing or Marketing Legionella Molecular Diagnostic And Other Direct Identification Tests

Major Companies Developing or Marketing Lyme Disease Molecular Diagnostic And Other Direct Identification Tests

Major Companies Developing or Marketing Mycoplasma Molecular Diagnostic And Other Direct Identification Tests

Major Companies Developing or Marketing Papilloma Virus Molecular Diagnostic And Other Direct Identification Tests

Major Companies Developing or Marketing Pneumonia Molecular Diagnostic And Other Direct Identification Tests

Major Companies Developing or Marketing Salmonella Molecular Diagnostic And Other Direct Identification Tests

Major Companies Developing or Marketing Shigella Molecular Diagnostic And Other Direct Identification Tests

Major Companies Developing or Marketing Streptococci Molecular Diagnostic And Other Direct Identification Tests

Major Companies Developing or Marketing Toxoplasmosis Molecular Diagnostic And

Other Direct Identification Tests

Major Companies Developing or Marketing Tuberculosis Molecular Diagnostic And

Other Direct Identification Tests

Oncogenes Potential Application in Cancer Diagnosis

Major Companies Developing or Marketing Cancer Molecular Diagnostic Tests

Major Companies Developing or Marketing Molecular Diagnostic Test For Genetic Diseases

Summary Table France, Molecular Diagnostic Test Volume And Sales Forecast by Major Application

France, Laboratories Performing DNA Sequencing By Market Segment

France, Molecular Diagnostics Market Potential Laboratory Universe by Market Segment

France, Molecular Diagnostic Test Volume Forecast By Major Application

France, Major Infectious Disease Molecular Diagnostics Test Volume Forecast

France, Infectious Disease Screening NAT Volume Forecast

France, Molecular Diagnostics Market Forecast By Major Application

France, Infectious Disease Screening NAT Reagent Market Forecast by Test

France, Molecular Diagnostics Market By Major Supplier

France, HIV/Hepatitis NAT Market Reagent Sales By Major Supplier

Summary Table Germany, Molecular Diagnostics Test Volume And Sales Forecast by Major Application

Germany, Laboratories Performing DNA Sequencing by Market Segment

Germany, Molecular Diagnostics Market Potential Laboratory Universe by Market Segment

Germany, Molecular Diagnostics Test Volume Forecast By Major Application

Germany, Major Infectious Disease Molecular Diagnostics Test Volume Forecast

Germany, Infectious Disease Screening NAT Volume Forecast

Germany, Molecular Diagnostics Market Forecast By Major Application

Germany, Infectious Disease Screening NAT Reagent Market Forecast by Test

Germany, Molecular Diagnostics Market by Major Supplier

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

Summary Table Italy, Molecular Diagnostics Test Volume And Sales Forecast by Major Application

Italy, Laboratories Performing DNA Sequencing by Market Segment

Italy, Molecular Diagnostics Market Potential Laboratory Universe by Market Segment

Italy, Molecular Diagnostics Test Volume Forecast By Major Application

Italy, Major Infectious Disease Molecular Diagnostics Test Volume Forecast

Italy, Infectious Disease Screening NAT Volume Forecast

Italy, Molecular Diagnostics Market Forecast By Major Application

Italy, Infectious Disease Screening Nat Reagent Market Forecast by Test
Italy, Molecular Diagnostics Market By Major Supplier
Italy, HIV/Hepatitis NAT Market By Major Supplier
Summary Table Spain, Molecular Diagnostics Test Volume And Sales Forecast by Major Application
Spain, Laboratories Performing DNA Sequencing by Market Segment
Spain, Molecular Diagnostics Market, Potential Laboratory Universe by Market Segment
Spain, Molecular Diagnostics Test Volume Forecast by Major Application
Spain, Major Infectious Disease Molecular Diagnostics Test Volume Forecast
Spain, Infectious Disease Screening NAT Volume Forecast
Spain, Molecular Diagnostics Market Forecast By Major Application
Spain, Infectious Disease Screening Nat Reagent Market Forecast by Test
Spain, Molecular Diagnostics Market By Major Supplier
Spain, HIV/Hepatitis NAT Market Reagent Sales by Major Supplier
Summary Table U.K., Molecular Diagnostics Test Volume And Sales Forecast by Major Application
U.K., Laboratories Performing Dna Sequencing by Market Segment
U.K., Molecular Diagnostics Market Potential Laboratory Universe by Market Segment
U.K., Molecular Diagnostics Test Volume Forecast By Major Application
U.K., Major Infectious Disease Molecular Diagnostics Test Volume Forecast
U.K., Infectious Disease Screening NAT Volume Forecast
U.K., Molecular Diagnostics Market Forecast By Major Application
U.K., Infectious Disease Screening NAT Reagent Market Forecast by Test
U.K., Molecular Diagnostics Market by Major Supplier

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