

2014 Analysis of the Gonorrhoea Testing Market: US, Europe (France, Germany, Italy, Spain, UK), Japan - Emerging Opportunities, Supplier Shares, Country Forecasts, Innovative Technologies, Competitive Landscape

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Abstracts

The report presents a detailed analysis of the Gonorrhoea diagnostics market in the US, Europe (France, Germany, Italy, Spain, UK) and Japan. Current scientific views on the Gonorrhoea definition, epidemiology and etiology are reviewed.

The report provides the 5- and 10-year test volume and sales forecasts by country for the following market segments:

Hospitals

Commercial/Private Labs

Physician Offices

Public Health Labs

For each country, in addition to test volume and sales projections, the report presents sales and market share estimates for major suppliers of Gonorrhoea tests.

Also, the report examines the market applications of DNA Probes, Monoclonal Antibodies, Immunoassays, IT and other technologies; profiles leading suppliers and recent market entrants developing innovative technologies and products; and identifies

emerging business expansion opportunities, alternative market penetration strategies, market entry barriers and risks, and strategic planning issues and concerns.

Contains 205 pages and 15 tables

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