

Italian Infectious Disease Testing Market 2014: Sales Forecasts, Supplier Shares, Competitive Strategies

<https://marketpublishers.com/r/21FB511D221EN.html>

Date: January 2014

Pages: 970

Price: US\$ 5,360.00 (Single User License)

ID: 21FB511D221EN

Abstracts

Complete report \$6,700. DataPack (test volumes, sales forecasts, supplier shares) \$4,300.

This comprehensive report contains 970 pages, 155 tables, and is designed to assist diagnostics industry executives, as well as companies planning to diversify into the dynamic and rapidly expanding infectious disease testing market, in evaluating emerging opportunities and developing effective business strategies.

The report provides a market segmentation analysis of over 100 infectious diseases tests performed in Italian laboratories; assessment of emerging technologies; review of current instrumentation; as well as strategic profiles of leading suppliers and recent market entrants with innovative technologies and products.

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, Gonorrhea, 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 of infectious disease diagnostic products by individual test.

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

Hospitals

Blood Banks

Commercial/Private Laboratories

Review of 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.

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

Competitive Assessments

Detailed strategic assessments of major suppliers and emerging market entrants, including their sales, product portfolios, marketing tactics, collaborative arrangements and new products in R&D.

Opportunities and Strategic Recommendations

Emerging opportunities for new instrumentation, reagents, 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.

Contains 970 pages and 155 tables

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