

# 2014 Analysis of the Italian Therapeutic Drug Monitoring (TDM) Market: Hospitals and Commercial Labs

<https://marketpublishers.com/r/2EB2CB07A4EEN.html>

Date: November 2013

Pages: 247

Price: US\$ 1,960.00 (Single User License)

ID: 2EB2CB07A4EEN

## Abstracts

This new 247-page report from Venture Planning Group provides a comprehensive analysis of the Italian therapeutic drug monitoring market, including emerging tests, technologies, instrumentation, sales forecasts, market shares, and strategic profiles of leading suppliers.

The report provides test volume and sales forecasts by country and market segment for the following assays: Amikacin, Carbamazepine, Cyclosporin, Digoxin, Everolimus, Gentamicin, Levetiracetam, Lithium, Methotrexate, NAPA/Procainamide, Phenobarbital, Phenytoin, Quinidine, Sirolimus, Tacrolimus, Theophylline, Tobramycin, Topiramate, Valproic Acid and Vancomycin.

During the next five years, the TDM market will undergo significant transformation. These changes will be caused by convergence of new and more stringent regulations; advances in diagnostic technologies, system engineering, automation, and IT; and intensifying competition. Some segments will start resembling commodity markets, where product positioning and cost per test are more critical than underlying technology. This evolving marketplace will create exciting opportunities for a variety of new instruments, reagent systems, and auxiliary products, such as specimen preparation devices, controls, calibrators and others.

“2013 Therapeutic Drug Monitoring (TDM) Market in Italy: Hospitals and Commercial Labs” is a unique market and technology assessment designed to help current suppliers and potential market entrants identify and evaluate emerging opportunities and developed effective strategic responses. The study provides five-year forecasts for major TDM assays; compares features of leading analyzers; and profiles key

competitors.

Contains 247 pages and 17 tables

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