

# UK Blood Banking Market 2014: Innovations, Trends and Opportunities for Suppliers

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# Abstracts

Complete report \$6,100. DataPack (test volumes, sales forecasts, supplier shares) \$3,950.

"UK Blood Banking Market 2014: Innovations, Trends and Opportunities for Suppliers" is a new 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 UK 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.

The report explores future marketing and technological trends in the UK; 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 ten 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 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.

Test volume and sales forecasts for over 40 blood banking tests, including NAT,



by 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 422 pages and 39 tables



# Contents

#### 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
- Pediactric 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

#### 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



# 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: 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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