

2014 European Molecular Blood Typing, Grouping and Infectious Disease NAT Market: France, Germany, Italy, Spain, UK--Emerging Technologies, Sales Forecasts, Supplier Shares, Competitive Strategies

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Abstracts

Complete report \$19,700. DataPack (test volumes, sales forecasts, supplier shares) \$12,800.

This comprehensive five-country report is designed to help current suppliers and potential market entrants identify and evaluate emerging opportunities in the European molecular blood banking market during the next five years, and assist industry executives in developing effective business, new product development and marketing strategies.

The report explores future marketing and technological trends in major European countries (France, Germany, Italy, Spain, UK); provides test volume and sales forecasts by market segment/test location; compares features of major automated and semi-automated molecular and immunohematology analyzers; profiles leading and emerging competitors; and identifies specific product and market opportunities facing suppliers during the next five years.

Blood Group Genotyping

PCR, PCR-RFLP, AS-PCR or PCR-SSP, Multiplex PCR, Real Time PCR, Sanger DNA Sequencing, Pyrosequencing

Microarrays

BeadChip Array, BloodChip, Genome Lab SNP Stream, Fluidic
Microarray Systems, TaqMan OpenArray, MALDI-TOF-MS, Mini-Sequencing

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 for leading suppliers of blood typing, grouping and
Infectious Disease Screening Tests by country and individual product.

Geographic Regions

France, Germany, Italy, Spain, UK

Competitive Assessments

Strategic assessments of major suppliers and emerging market entrants, including their
sales, M&A, 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, by country.

Test volume and sales forecasts for over 40 blood typing, grouping and Infectious Disease Screening Tests, including NAT, by country and market segment:

Blood Centers

Hospitals

Commercial/Private Laboratories

Current and Emerging Products

Analysis of current and emerging molecular blood typing, grouping and infectious disease NAT screening assays.

Review of automated and semi-automated molecular and immunohematology analyzers.

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.

Strategic Recommendations

New product development opportunities for molecular blood typing, grouping and infectious disease NAT assays and instrumentation with significant market appeal.

Alternative market penetration strategies.

Potential market entry barriers and risks.

Contains 630 pages and 152 tables

Contents

I. INTRODUCTION

II. Worldwide Technology and Market Overview

A. Major Blood Typing, Grouping and Infectious Disease Screening Tests

1. Blood Typing and Grouping Tests

- a. ABO
- b. Antibody Panels
- c. Antibody Screening
- d. Antigen Typing
- e. Antiglobulin Test
- f. Crossmatch
- g. HLA Typing
- h. Rh
- i. Other Blood Groups

2. Blood Group Genotyping

- a. PCR
- b. PCR-RFLP
- c. AS-PCR or PCR-SSP
- d. Multiplex PCR
- e. Real Time PCR
- f. Sanger DNA Sequencing
- g. Pyrosequencing

B. Microarrays

BeadChip Array

BloodChip

Genome Lab SNP Stream

Fluidic Microarray Systems

TaqMan OpenArray

MALDI-TOF-MS

Mini-Sequencing

3. 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
Pediatric 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
4. Pathogen Reduction
5. 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
Becton Dickinson
Bio-Rad
BioMerieux
Cepheid
Curtis Unyvero
Gen-Probe/Hologic
GenMark
Grifols
HTG
Immucor
Life Technologies
Nanosphere
Ortho-Clinical Diagnostics
Qiagen
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

III. FRANCE

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Growth and Major Supplier Sales and Market Shares for Blood Typing, Grouping And Infectious Disease Screening Tests

IV. Germany

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Growth and Major Supplier Sales and Market Shares for Blood Typing, Grouping And Infectious Disease Screening Tests

V. Italy

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Growth and Major Supplier Sales and Market Shares for Blood Typing, Grouping And Infectious Disease Screening Tests

VI. Spain

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Growth and Major Supplier Sales and Market Shares for Blood Typing, Grouping And Infectious Disease Screening Tests

VII. U.K.

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Growth and Major Supplier Sales and Market Shares for Blood Typing, Grouping And Infectious Disease Screening Tests

VIII. Major Product Development Opportunities

- A. Molecular Blood Typing and Grouping
- B. Infectious Disease Screening
- C. Auxiliary

IX. Alternative Market Penetration Strategies

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts

X. Potential Market Entry Barriers and Risks

- A. Market Maturity
- B. Cost Containment
- C. Competition
- D. Technological Edge and Limitations
- E. Patent Protection

XI. Competitive Assessments

Abbott
Beckman Coulter/Danaher
Becton Dickinson
Biokit
BioMerieux
Bio-Rad
Diagast
DiaSorin
Fujirebio/Innogenetics
Grifols/Novartis
Hologic/Gen-Probe
Immucor
Orchid CellMark
Ortho-Clinical Diagnostic
Proteome Sciences
Quest
Quidel
Roche
Siemens
Tecan
Thermo Fisher/Life Technologies

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
France, Total Blood Bank Test Volume and Reagent Sales Forecast By Test Category
France, Facilities Performing Blood Bank Tests by Market Segment
France, Hospital Laboratories Performing Blood Bank Tests by Bed Size
France, Commercial/Private Laboratories Performing Blood Bank Tests By Annual Test Volume
France, All Market Segments Blood Typing And Grouping Test Volume Forecast By Market Segment
France, All Market Segments Blood Typing And Grouping Test Volume Forecast
France, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast
France, Blood Banks Blood Typing And Grouping Test Volume Forecast
France, Commercial/Private Laboratories Blood Typing and Grouping Test Volume Forecast
France, All Market Segments Infectious Disease Screening Test Volume Forecast By Market Segment
France, All Market Segments Infectious Disease Screening Test Volume Forecast
France, Blood Banks Infectious Disease Screening Test Volume Forecast
France, Commercial/Private Laboratories Infectious Disease Screening Test Volume Forecast
France, Hospital Laboratories Infectious Disease Screening Test Volume Forecast
France, All Market Segments Blood Typing And Grouping Reagent Market Forecast By Market Segment
France, All Market Segments Blood Typing And Grouping Reagent Market Forecast By Major Test
France, Hospital Laboratories Blood Typing and Grouping Reagent Market Forecast By Major
France, Blood Banks Blood Typing and Grouping Reagent Market Forecast By Major Test
France, Commercial/Private Laboratories Blood Typing and Grouping Reagent Market

Forecast By Major Test

France, All Market Segments Infectious Disease Screening Reagent Market Forecast
By Market Segment

France, All Market Segments Infectious Disease Screening Reagent Market Forecast
By Test

France, Blood Banks Infectious Disease Screening Reagent Market Forecast by Test

France, Commercial/Private Laboratories Infectious Disease Screening Reagent Market
Forecast By Test

France, Hospital Laboratories Infectious Disease Screening Reagent Market Forecast
by Test

France, Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And
Market Shares

France, HIV/HTLV Blood Screening Market, Reagent Sales by Major Supplier

France, Hepatitis Blood Screening Market, Reagent Sales by Major Supplier

France, HIV/Hepatitis NAT Screening Market Reagent Sales by Major Supplier

France, CMV Blood Screening Market, Reagent Sales By Major Supplier

France, Syphilis Blood Screening Market, Reagent Sales By Major Supplier

Germany, Total Blood Bank Test Volume and Reagent Sales Forecast By Test
Category

Germany, Facilities Performing Blood Bank Tests by Market Segment

Germany, Hospital Laboratories Performing Blood Bank Tests by Bed Size

Germany, Commercial/Private Laboratories Performing Blood Bank Tests By Annual
Test Volume

Germany, All Market Segments Blood Typing And Grouping Test Volume Forecast by
Market Segment

Germany, All Market Segments Blood Typing And Grouping Test Volume Forecast

Germany, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast

Germany, Blood Banks Blood Typing And Grouping Test Volume Forecast

Germany, Commercial/Private Laboratories Blood Typing and Grouping Test Volume
Forecast

Germany, All Market Segments Infectious Disease Screening Test Volume Forecast By
Market Segment

Germany, All Market Segments Infectious Disease Screening Test Volume Forecast

Germany, Blood Banks Infectious Disease Screening Test Volume Forecast

Germany, Commercial/Private Laboratories Infectious Disease Screening Test Volume
Forecast

Germany, Hospital Laboratories Infectious Disease Screening Test Volume Forecast

Germany, All Market Segments Blood Typing And Grouping Reagent Market Forecast
By Market Segment

Germany, All Market Segments Blood Typing And Grouping Reagent Market Forecast By Major Test

Germany, Hospital Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

Germany, Blood Banks Blood Typing and Grouping Reagent Market By Major Test Forecast

Germany, Commercial/Private Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

Germany, All Market Segments Infectious Disease Screening Reagent Market Forecast By Market Segment

Germany, All Market Segments Infectious Disease Screening Reagent Market Forecast by Test

Germany, Blood Banks Infectious Disease Screening Reagent Market Forecast by Test

Germany, Commercial/Private Laboratories Infectious Disease Screening Reagent Market Forecast By Test

Germany, Hospital Laboratories Infectious Disease Screening Reagent Market Forecast by Test

Germany, Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And Market Shares

Germany, HIV-1/2 Blood Screening Market, Reagent Sales by Major Supplier

Germany, Hepatitis Blood Screening Market, Reagent Sales by Major Supplier

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

Germany, CMV Blood Screening Market, Reagent Sales by Major Supplier

Italy, Total Blood Bank Test Volume and Reagent Sales Forecast By Test Category

Italy, Facilities Performing Blood Bank Tests by Market Segment

Italy, Hospital Laboratories Performing Blood Bank Tests by Bed Size

Italy, Commercial/Private Laboratories Performing Blood Bank Tests By Annual Test Volume

Italy, All Market Segments Blood Typing And Grouping Test Volume by Market Segment

Italy, All Market Segments Blood Typing And Grouping Test Volume Forecast

Italy, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast

Italy, Blood Banks Blood Typing And Grouping Test Volume Forecast

Italy, Commercial/Private Laboratories Blood Typing and Grouping Test Volume Forecast

Italy, All Market Segments Infectious Disease Screening Test Volume Forecast by Market Segment

Italy, All Market Segments Infectious Disease Screening Test Volume Forecast

Italy, Blood Banks Infectious Disease Screening Test Volume Forecast

Italy, Commercial/Private Laboratories Infectious Disease Screening Test Volume Forecast

Italy, Hospital Laboratories Infectious Disease Screening Test Volume Forecast

Italy, All Market Segments Blood Typing And Grouping Reagent Market Forecast By Market Segment

Italy, All Market Segments Blood Typing And Grouping Reagent Market Forecast By Major Test

Italy, Hospital Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

Italy, Blood Banks Blood Typing and Grouping Reagent Market Forecast by Major Test

Italy, Commercial/Private Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

Italy, All Market Segments Infectious Disease Screening Reagent Market Forecast by Market Segment

Italy, All Market Segments Infectious Disease Screening Reagent Market Forecast by Test

Italy, Blood Banks Infectious Disease Screening Reagent Market Forecast by Test

Italy, Commercial/Private Laboratories Infectious Disease Screening Reagent Market Forecast by Test

Italy, Hospital Laboratories Infectious Disease Screening Reagent Market Forecast By Test

Italy, Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And Market Shares

Italy, AIDS/Hepatitis Blood Screening Market, Reagent Sales by Major Supplier

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

Italy, CMV Blood Screening Market, Reagent Sales By Major Supplier

Spain, Total Blood Bank Test Volume and Reagent Sales Forecast By Test Category

Spain, Facilities Performing Blood Bank Tests by Market Segment

Spain, Hospital Laboratories Performing Blood Bank Tests by Bed Size

Spain, Commercial/Private Laboratories Performing Blood Bank Tests By Annual Test Volume

Spain, All Market Segments Blood Typing And Grouping Test Volume Forecast by Market Segment

Spain, All Market Segments Blood Typing And Grouping Test Volume Forecast

Spain, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast

Spain, Blood Banks Blood Typing And Grouping Test Volume Forecast

Spain, Commercial/Private Laboratories Blood Typing and Grouping Test Volume Forecast

Spain, All Market Segments Infectious Disease Screening Test Volume Forecast By

Market Segment

Spain, All Market Segments Infectious Disease Screening Test Volume Forecast

Spain, Blood Banks Infectious Disease Screening Test Volume Forecast

Spain, Commercial/Private Laboratories Infectious Disease Screening Test Volume Forecast

Spain, Hospital Laboratories Infectious Disease Screening Test Volume Forecast

Spain, All Market Segments Blood Typing And Grouping Reagent Market Forecast By Market Segment

Spain, All Market Segments Blood Typing And Grouping Reagent Market Forecast By Major Test

Spain, Hospital Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

Spain, Blood Banks Blood Typing and Grouping Reagent Market By Major Test Forecast

Spain, Commercial/Private Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

Spain, All Market Segments Infectious Disease Screening Reagent Market Forecast by Market Segment

Spain, All Market Segments Infectious Disease Screening Reagent Market Forecast by Test

Spain, Blood Banks Infectious Disease Screening Reagent Market Forecast by Test

Spain, Commercial/Private Laboratories Infectious Disease Screening Reagent Market Forecast By Test

Spain, Hospital Laboratories Infectious Disease Screening Reagent Market Forecast by Test

Spain, Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And Market Shares

Spain, HIV-1/2 Blood Screening Market, Reagent Sales by Major Supplier

Spain, Hepatitis Blood Screening Market, Reagent Sales by Major Supplier

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

Spain, CMV Blood Screening Market, Reagent Sales by Major Supplier

Spain, Syphilis Blood Screening Market, Reagent Sales by Major Supplier

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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