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2014 Italy Molecular Blood Typing, Grouping and Infectious Disease NAT Market: Emerging Technologies, Sales Forecasts, Supplier Shares, Competitive Strategies

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Abstracts

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

This comprehensive report is designed to help current suppliers and potential market entrants identify and evaluate emerging opportunities in the Italian 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 Italy; provides test volume and sales forecasts by market segment/test location; 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 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 banking products 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 typing, grouping and Infectious Disease Screening Tests, including NAT, by market segment:

Blood Centers

Hospitals

Commercial/Private Laboratories

Current and Emerging Products

Analysis of current and emerging blood typing, grouping and Infectious Disease Screening Tests.

Review of automated and semi-automated 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 with significant market appeal.

Alternative market penetration strategies.

Potential market entry barriers and risks.

Contains 430 pages and 35 tables

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Quest
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Roche

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Siemens
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Thermo Fisher/Life Technologies

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