

2014 Market Segmentation Analysis of the Italian Cancer Diagnostics Industry: Oncogenes, Biochemical Markers, Lymphokines, GFs, CSFs, Hormones, Immunohistochemical Stains--Hospitals and Commercial Labs

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Abstracts

Complete report \$6,700. DataPack (test volumes, sales forecasts, supplier shares) \$4,350. The report is available by section, market segment, and can be custom-tailored to your specific information needs and budget.

2014 Market Segmentation Analysis of the Italian Cancer Diagnostics Industry: Oncogenes, Biochemical Markers, Lymphokines, GFs, CSFs, Hormones, Immunohistochemical Stains--Hospitals and Commercial Labs is Venture Planning Group's new study of the major business opportunities emerging in the Italian cancer diagnostics market during the next five years. The report examines trends in the Italian market; reviews current and emerging assays; analyzes potential applications of new diagnostic technologies; forecasts sales of major tumor markers by market segment; profiles leading players and potential market entrants; and identifies specific business opportunities for suppliers.

Rationale

The cancer diagnostics market is on the verge of explosion, as the researchers approach major technological breakthroughs in tumor diagnosis and therapy, discover new specific antigens, and unlock the mystery of the genetic basis of the disease. During the next five years, the Italian cancer diagnostics market is promising to be an exciting, dynamic and rapidly expanding field. Anticipated technological breakthroughs will create numerous opportunities for determining genetic predisposition, detecting

specific tumors, and monitoring biological response to cancer therapy. The rise in geriatric population will further compound the growing demand for malignancy assays and the rapid market expansion.

Italian Market Overview

Five-year test volume and sales projections.

Comprehensive Market Segmentation Analysis, including review of the market dynamics, structure, size, growth and major suppliers.

Estimated universe of laboratories performing cancer diagnostic testing.

Cancer statistics, etiology and recent developments in Italy.

Business Opportunities and Strategic Recommendations

Specific new product development opportunities with potentially significant market appeal during the next five years.

Design criteria for new products.

Alternative market penetration strategies.

Potential market entry barriers and risks.

Over 200 Current and Emerging Cancer Diagnostic Test

Oncogenes

Biochemical Markers

Growth Factors

Colony Stimulating Factors

Hormones

Immunohistochemical Stains

Lymphokines

Supplier Shares, Sales and Volume Forecasts

Sales and market shares of major cancer diagnostic product suppliers by individual test.

Five-year test volume and sales forecasts for major tumor markers by market segment, including:

Hospitals

Commercial/Private Laboratories

Instrumentation Review

Analysis of major molecular diagnostic and immunodignostic analyzers used for cancer testing, including their operating characteristics, features and selling prices.

Technology Assessment

Assessment of latest technologies and their potential applications for cancer diagnostic testing.

Review of competing/complementing technologies.

Extensive listings of companies, universities and research centers developing new cancer diagnostic tests and detection technologies.

Competitive Strategies

Strategic assessments of major suppliers and start-up firms developing innovative cancer diagnostic technologies and products, including their sales, product portfolios,

marketing tactics, collaborative arrangements, and new products in R&D.

The companies analyzed in the report include:

Abbott

AdnaGen

Agilent Technologies

Applied Gene Technologies

Arca/Nuvelo

Beckman Coulter/Danaher

Becton Dickinson

Biomedical Diagnostics

bioMerieux

Bio-Rad

CellSearch

Cepheid

Correlogic Systems/Vermillion

Decode

Diadexus

Diagnocure

DiaSorin

Eiken Chemical

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