

# **2015-2019 French Molecular Blood Typing, Grouping and Infectious Disease NAT Market: Supplier Shares, Sales Forecasts, Innovative Technologies, Competitive Strategies**

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## **Abstracts**

Complete report \$6,100. DataPack (test volumes, sales forecasts, supplier shares) \$3,950. 2015-2019 French Molecular Blood Typing, Grouping and Infectious Disease NAT Market" is a new strategic analysis prepared by VPGMarketResearch 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 French 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 France; 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 430 pages and 43 tables

## Contents

### **I. INTRODUCTION**

### **II. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES**

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

### **III. ALTERNATIVE MARKET PENETRATION STRATEGIES**

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

### **IV. POTENTIAL MARKET ENTRY BARRIERS AND RISKS**

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

### **V. 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. 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

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

## **VI. FRANCE**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Growth and Major Suppliers' Sales and Market Shares

## **VII. COMPETITIVE ASSESSMENTS**

Abbott  
Beckman Coulter/Danaher  
Becton Dickinson  
Biokit



BioMerieux  
Bio-Rad  
Diagast  
DiaSorin  
Fujirebio/Innogenetics  
Hologic/Gen-Probe  
Grifols  
Immucor  
Novartis Diagnostics  
Ortho-Clinical Diagnostics  
Orchid CellMark  
Proteome Sciences  
Quest Diagnostics  
Quidel  
Roche  
Siemens  
Tecan

## **VIII. APPENDIX: ASSUMED CURRENCY EXCHANGE RATES**

## 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: 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

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