

# Future Horizons and Growth Strategies in the Global Cancer Diagnostics Market 2015: Supplier Shares and Country Forecasts

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## Abstracts

Complete report \$34,750. DataPack (test volumes, sales forecasts, supplier shares) \$21,100.

“Future Horizons and Growth Strategies in the Global Cancer Diagnostics Market 2015” is a new seven-country strategic analysis of the major business opportunities emerging in the cancer diagnostics market during the next five years. The report examines trends in the U.S., five major European countries (France, Germany, Italy, Spain, UK) and Japan; reviews current and emerging tests; analyzes potential applications of various diagnostic technologies; forecasts sales of major tumor markers by country and market segment; profiles leading market players and potential entrants; and suggests alternative business expansion strategies 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 worldwide 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 worldwide.

## Worldwide Market Overview

Estimated universe of laboratories performing cancer diagnostic testing by country.

Five-year test volume and sales projections by country.

### 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.

Cancer Diagnostic Tests—Over 200 current and emerging assays including:

ACTH, AFP, Beta-2 Microglobulin, CA 15-3/27.29, CA 19-9, CA 125, Calcitonin, Cathepsin, CEA, Chromogranin, Colon-Specific Antigen, Cytokeratins, Estrogen Receptor, Ferritin, Gastrin, HCG, Insulin, Interferons, Interleukins, Lymphocyte Subtyping, Neuron-Specific Enolase, Nucleolar, Occult Blood, Oncogenes, Pancreatic Oncofetal Antigen, Pap Smear, Parathyroid Hormone, Progesterone Receptor, Prostatic Acid Phosphatase, Prostatic Specific Antigen, S-100 Protein, Serotonin, Sialic Acid, Squamous Cell Carcinoma Ag, TDT, Thymidine Kinase, Thyroglobulin, Tissue Polypeptide Antigen, and others.

### **GEOGRAPHIC COVERAGE**

France, Germany, Italy, Japan, Spain, UK, USA

### Market Segmentation Analysis

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

Five-year test volume and sales forecasts for major cancer diagnostic tests by

country and market segment, including:

Hospitals

Commercial/Private Laboratories

Physician Offices/Group Practices

Cancer Clinics

Ambulatory Care Centers

Comprehensive market segmentation analysis, including review of the market dynamics, structure, size, growth and major suppliers by country.

Cancer statistics, etiology and recent developments in the U.S., Japan and five major European countries.

## **CURRENT AND EMERGING PRODUCTS**

Review of over 200 current and emerging cancer diagnostic tests, including:

Biochemical Markers

Oncogenes

Growth Factors

Hormones

Colony Stimulating Factors

Lymphokines

Immunohistochemical Stains, and others.

Instrumentation review analysis of major immunoassay analyzers used for cancer diagnostic testing, including their operating characteristics, features and

selling prices.

### Technology Assessment

Assessment of monoclonal antibodies, immunoassays, DNA probes, biochips/microarrays, chromosome analysis, IT, artificial intelligence, flow cytometry, biosensors, and other technologies and their potential applications for cancer diagnostic testing.

Review of competing/complementing technologies, including CT, MRI, NMR, PET and photonics spectroscopy.

Extensive listings of over 500 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 technologies and products, including their sales, product portfolios, marketing tactics, collaborative arrangements, and new products in R&D.

Contains 1,200 pages and 450 tables

## Contents

### **I. INTRODUCTION**

### **II. WORLDWIDE MARKET OVERVIEW**

1. Market Overview
2. Worldwide Market Structure
3. Worldwide Market Size and Growth

### **III. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES**

- A. Reagent Kits and Test Systems/Panels
- B. Instrumentation
- C. Computers, Software and Automation
- D. Auxiliary Products

### **IV. DESIGN CRITERIA FOR DECENTRALIZED TESTING PRODUCTS**

### **V. ALTERNATIVE MARKET PENETRATION STRATEGIES**

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts
- D. Distribution Strategies

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

- A. Market Maturity
- B. Cost Containment
- C. Competition
- D. Technological Edge and Limitations
- E. Patent Protection
- F. Regulatory Constraints
- G. Decentralized Testing Market Challenges

### **VII. WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW**

- A. Cancer Statistics and Etiology

1. Breast Cancer
2. Lung Cancer
3. Colon and Rectum Cancer
4. Prostate Cancer
5. Stomach Cancer
6. Leukemia
7. Lymphoma
8. Oral Cancer
9. Skin Cancer
10. Uterine Cancer
11. Ovarian Cancer
12. Bladder Cancer

## B. Major Current And Emerging Cancer Diagnostic Tests

1. Introduction
2. Tumor Marker Classification
3. ACTH
4. Alpha-Fetoprotein (AFP)
5. Beta-2 Microglobulin
6. CA 15-3/27.29
7. CA 19-9
8. CA-125
9. Calcitonin
10. Carcinoembryonic Antigen (CEA)
11. Estrogen and Progesterone Receptors
12. Ferritin
13. Gastrin
14. Human Chorionic Gonadotropin (HCG)
15. Insulin
16. NSE
17. Occult Blood
18. PAP Smear/HPV
19. Prostatic Acid Phosphatase (PAP)
20. Prostate-Specific Antigen (PSA)
21. Squamous Cell Carcinoma Antigen (SCC)
22. T and B Lymphocytes
23. TdT
24. Thyroglobulin
25. Tissue Polypeptide Antigen (TPA)
26. Biochemical Tumor Markers

## 27. Oncogenes

Abl/abl-bcr

AIB1

BCL-2

BRCA1

CD44

C-fos

C-myb

C-myc

CYP-17

Erb-B

HPC1

N-myc

P40

P51

P53

PIK3CA

PTI-1

Ras

Reg

Sis

Src

## 28. Polypeptide Growth Factors

Basic Fibroblast Growth Factor

Beta-TGF

Cachectin (TNT)

Calmodulin

ECFR

Nerve Growth Factor (NGF)

Epidermal Growth Factor (EGF)

Ornithine Decarboxylase

Transferrin

Transforming Growth Factor-Alpha

## 29. Ectopic Hormones

## 30. Colony Stimulating Factors

## 31. Lymphokines

Alpha-Interferon

B Cell Growth Factors

B Cell Growth Factor (BCGF)

Gamma-Interferon  
Interleukin-1 (IL-1)  
Macrophage Activating Factor  
32. Immunohistochemical Stains  
33. Emerging Tumor Markers  
N-Acetylglucosamine  
Actin  
Alpha-Actin  
Antineuronal Antibodies  
7B2  
B72.3  
Bax  
BCD-F9  
BLCA-4  
Blood Group Antigens A,B,H  
CA  
CA 72-4/TAG-72  
CA  
CA-242  
CA-549  
CAM  
CAR-3  
Cathepsin-D  
Chromogranin A and B  
Cluster 1 Antigen  
Cluster-5/5A Antigen  
CTA  
CU18  
DR-70  
DU-PAN-2  
Endometrial Bleeding Associated Factor  
Endostatin  
Epithelial Membrane Antigen  
Feulgen Hydrolysis  
Fibronectin  
FSH  
(1->3)-L-fucosyltransferase  
Gastrin-Releasing Peptide (GRP)  
GDCFP-15



Glucagon  
Glycoamines  
H23  
Her-2  
Human Carcinoma Antigen  
HPA  
HSP27  
Intermediate Filaments  
Cytokeratins/CK18/Cyfra 21-1  
Desmin  
Gliofibrillary Acid Protein  
Neurofilaments  
Vimentin  
KA  
Kinases  
KP16D3  
LAI  
Leukocyte Common Antigen  
Lewis Antigens  
Lysophosphatidic Acid (LPA)  
Ma 695/Ma  
MABDF3  
MAG  
ME1  
Minactivin  
MN/CA9  
MSA  
Mucin Cancer Antigen (MCA)  
Multiple Tumor Suppressor  
Myosin  
NEA-130  
NMP22  
OA-519  
Opioid Peptides  
P-glycoprotein  
Pancreatic Oncofetal Antigen (POA)  
Placental Lactogen  
PR92  
Proliferative Index, Ki-67

Px  
RB Inactivation/Deletion  
Ret  
SCCL  
Selectin  
Sialic Acid  
Sialyl SSEA-1/SLX  
SN10  
Somatostatin  
TA-90  
TABA  
Tachykinin  
TAG  
TPS  
Troponin  
Tubulin  
VCAM  
VEGF  
Villen

#### C. Cancer Diagnostic Testing Instrumentation Review and Market Needs

#### D. Current and Emerging Cancer Diagnostic Technologies

1. Monoclonal and Polyclonal Antibodies
2. Immunoassays
3. Molecular Diagnostics
4. Chromosome Analysis
  - a. Chronic Myelogenous Leukemia (CML)
  - b. Acute Myeloid Leukemia (AML)
  - c. Acute Lymphoblastic Leukemia (ALL)
  - d. Malignant Lymphomas Lymphoid Malignancies
  - e. Chronic Lymphocytic Leukemia (CLL)
  - f. Solid Cancers
  - g. Chromosomal Translocation and Oncogenes
5. Artificial Intelligence
6. Flow Cytometry
7. Two Dimensional Gel Electrophoresis (2-DGE)
8. Biosensors
9. Competing/Complementing Technologies

#### E. Personal Testing

## **VIII. FRANCE CANCER DIAGNOSTICS MARKET**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts by Market Segment, Major Supplier Sales and Market Shares by Test

## **IX. GERMANY CANCER DIAGNOSTICS MARKET**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts by Market Segment, Major Supplier Sales and Market Shares by Test

## **X. ITALY CANCER DIAGNOSTICS MARKET**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts by Market Segment, Major Supplier Sales and Market Shares by Test

## **XI. JAPAN CANCER DIAGNOSTICS MARKET**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts by Market Segment, Major Supplier Sales and Market Shares by Test

## **XII. SPAIN CANCER DIAGNOSTICS MARKET**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts by Market Segment, Major Supplier Sales and Market Shares by Test

### **XIII. U.K. CANCER DIAGNOSTICS MARKET**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts by Market Segment, Major Supplier Sales and Market Shares by Test

### **XIV. U.S. CANCER DIAGNOSTICS MARKET**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts by Market Segment, Major Supplier Sales and Market Shares by Test

### **XV. COMPETITIVE PROFILES**

Abbott  
AdnaGen/Alere  
Agilent Technologies  
Applied Gene Technologies  
Arca Biopharma  
Beckman Coulter/Danaher  
Becton Dickinson  
Biomedical Diagnostics  
bioMerieux  
Bio-Rad  
CellSearch  
Cepheid  
Correlogic Systems/Vermillion  
Decode Genetics  
Diadexus  
Diagnocure  
Diasorin  
Eiken Chemical  
Elitech Group  
Epigenomics

Enterix  
Enzo Biochem  
Exact Sciences  
Fujirebio  
Guided Therapeutics  
Hologic/Gen-Probe  
Kreatech/Leica  
Kyowa Medex  
Mackay Life Sciences  
Myriad Genetics  
OncoLab  
Ortho-Clinical Diagnostics  
Panacea Pharmaceuticals  
Polartechnics  
Polymedco  
PreMD  
Qiagen  
Quest Diagnostics  
Radiant Pharmaceuticals  
Roche  
Scienion  
Sequenom  
Siemens Healthcare  
Takara Bio  
Targeted Diagnostics & Therapeutics  
Tosoh  
Thermo  
Veridex  
Wako Pure Chemicals  
Wallac/PE  
Zila

## **XVI. APPENDIX: MAJOR UNIVERSITIES AND RESEARCH CENTERS DEVELOPING CANCER DIAGNOSTIC TECHNOLOGIES AND APPLICATIONS**

## List Of Tables

### LIST OF TABLES

Tumor Marker Classification

Major Companies Developing or Marketing ACTH Tests

Major Companies Developing or Marketing AFP Tests

Major Companies Developing or Marketing Beta-2 Microglobulin Tests

Major Companies Developing or Marketing CA 15-3/27.29 Tests

Major Companies Developing or Marketing CA 19-9 Tests

Major Companies Developing or Marketing CA 125 Tests

Major Companies Developing or Marketing Calcitonin Tests

Major Companies Developing or Marketing CEA Tests

Major Companies Developing or Marketing Estrogen Receptor Tests

Major Companies Developing or Marketing Progesterone Receptor Tests

Major Companies Developing or Marketing Ferritin Tests

Major Companies Developing or Marketing Gastrin Tests

Major Companies Developing or Marketing HCG Tests

Major Companies Developing or Marketing Insulin Tests

Major Companies Developing or Marketing NSE Tests

Major Companies Developing or Marketing Occult Blood Tests

Major Companies Developing or Marketing PAP Smear/HPV Tests

Major Companies Developing or Marketing PAP Tests

Major Companies Developing or Marketing PSA Tests

Major Companies Developing or Marketing Lymphocyte Subclassification Tests

Biochemical Markers Potential Applications In Cancer Diagnosis

Oncogenes Potential Applications In Cancer Diagnosis

Major Companies Developing or Marketing Oncogene Tests

Growth Factors Potential Applications In Cancer Diagnosis

Colony Stimulating Factors Potential Applications in Cancer Diagnosis

Lymphokines Potential Applications In Cancer Diagnosis

Immunohistochemical Stains Potential Applications in Cancer Diagnosis

Executive Summary Table: France, Total Cancer Diagnostic Test Volume and Sales

Forecast by Market Segment

France, Estimated Cancer Death Rates Per 100,000 Population

France, Laboratories Performing Tumor Marker Tests by Market Segment

France, Hospital Laboratories Performing Tumor Marker Tests by Bed Size

France, Commercial/Private Laboratories Performing Tumor Markers by Annual Test Volume

France, Total Tumor Marker Test Volume Forecast by Market Segment  
France, All Market Segments Major Tumor Marker Test Volume Forecast  
France, Hospital Laboratories Major Tumor Marker Test Volume Forecast by Test  
France, Commercial/Private Laboratories Marker Test Volume Forecast  
France, Total Tumor Marker Sales Major Tumor Forecast by Market Segment  
France, All Market Segments Major Tumor Marker Sales Forecast by Test  
France, Hospital Laboratories Major Tumor Marker Sales Forecast by Test  
France, Commercial/Private Laboratories Cancer Diagnostics Market Forecast by Test  
France, ACTH Test Volume and Diagnostics Sales Forecast by Market Segment  
France, AFP Test Volume and Diagnostics Sales Forecast by Market Segment  
France, Beta-2 Microglobulin Test Volume and Diagnostics Sales Forecast by Market Segment  
France, CA 15-3/27.29 Test Volume and Diagnostics Sales Forecast by Market Segment  
France, CA 19-9 Test Volume and Diagnostics Sales Forecast by Market Segment  
France, CA-125 Test Volume and Diagnostics Sales Forecast by Market Segment  
France, Calcitonin Test Volume and Diagnostics Sales Forecast by Market Segment  
France, Cathepsin Test Volume and Diagnostics Sales Forecast by Market Segment  
France, CEA Test Volume and Diagnostics Sales Forecast by Market Segment  
France, Colon-Specific Antigen Test Volume And Diagnostics Sales Forecast by Market Segment  
France, Cytokeratins Test Volume and Diagnostics Sales Forecast by Market Segment  
France, Estrogen Receptor Test Volume and Diagnostics Sales Forecast by Market Segment  
France, Ferritin Test Volume and Diagnostics Sales Forecast by Market Segment  
France, Gastrin Test Volume and Diagnostics Sales Forecast by Market Segment  
France, HCG Test Volume and Diagnostics Sales Forecast by Market Segment  
France, Insulin Test Volume and Diagnostics Sales Forecast by Market Segment  
France, Interferons Test Volume and Diagnostics Sales Forecast by Market Segment  
France, Interleukins Test Volume and Diagnostics Sales Forecast by Market Segment  
France, Lymphocyte Subtyping Test Volume And Diagnostics Sales Forecast by Market Segment  
France, NSE Test Volume and Diagnostics Sales Forecast by Market Segment  
France, Nucleolar Test Volume and Diagnostics Sales Forecast by Market Segment  
France, Occult Blood Test Volume and Diagnostics Sales Forecast by Market Segment  
France, Oncogenes Test Volume and Diagnostics Sales Forecast by Market Segment  
France, Pancreatic Oncofetal Antigen Test Volume and Diagnostics Sales Forecast by Market Segment  
France, PAP Smear Test Volume and Diagnostics Sales Forecast by Market Segment

France, Parathyroid Hormone Test Volume and Diagnostics Sales Forecast by Market Segment

France, Progesterone Receptor Test Volume And Diagnostics Sales Forecast by Market Segment

France, PAP Test Volume and Diagnostics Sales Forecast by Market Segment

France, PSA Test Volume and Diagnostics Sales Forecast by Market Segment

France, S-100 Protein Test Volume and Sales Diagnostics Sales Forecast by Market Segment

France, Serotonin Test Volume and Diagnostics Sales Forecast by Market Segment

France, Sialic Acid Test Volume and Diagnostics Sales Forecast by Market Segment

France, Squamous Cell Carcinoma Antigen Test Volume and Diagnostics Sales Forecast by Market Segment

France, TDT Test Volume and Diagnostics Sales Forecast by Market Segment

France, Thymidine Kinase Test Volume And Diagnostics Sales Forecast by Market Segment

France, Thyroglobulin Test Volume and Diagnostics Sales Forecast by Market Segment

France, TPA Test Volume and Diagnostics Sales Forecast by Market Segment

France, Total Tumor Marker Sales By Major Suppliers

France, AFP Testing Market Diagnostics Sales by Major Supplier

France, CA 15-3 Testing Market Diagnostics Sales by Major Supplier

France, CA 19-9 Testing Market Diagnostics Sales by Major Supplier

France, CA 125 Testing Market Diagnostics Sales by Major Supplier

France, CEA Testing Market Diagnostics Sales by Major Supplier

France, NSE Testing Market Diagnostics Sales by Major Supplier

France, PAP Testing Market Diagnostics Sales by Major Supplier

France, PSA Testing Market Diagnostics Sales by Major Supplier

Executive Summary Table: Germany, Total Tumor Marker Test Volume and Sales Forecast By Market Segment

Germany, Estimated Cancer Death Rates Per 100,000 Population

Germany, Laboratories Performing Tumor Marker Tests by Market Segment

Germany, Hospital Laboratories Performing Tumor Marker Tests by Bed Size

Germany, Commercial/Private Laboratories Performing Tumor Markers by Annual Test Volume

Germany, Total Tumor Marker Test Volume Forecast by Market Segment

Germany, All Market Segments, Major Tumor Marker Test Volume Forecast

Germany, Hospital Laboratories, Major Tumor Marker Test Volume Forecast by Test

Germany, Commercial/Private Laboratories Major Tumor Marker Test Volume Forecast

Germany, Physician Offices/Group Practices Major Tumor Marker Test Volume Forecast



Germany, Total Tumor Marker Sales Forecast by Market Segment  
Germany, All Market Segments Major Tumor Marker Sales Forecast by Test  
Germany, Hospital Laboratories, Major Tumor Marker Sales Forecast by Test  
Germany, Commercial/Private Laboratories Major Tumor Marker Sales Forecast by Test  
Germany, Physician Offices/Group Practices Major Tumor Marker Sales Forecast by Test  
Germany, ACTH Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany, AFP Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany, Beta-2 Microglobulin Test Volume And Diagnostics Sales Forecast by Market Segment  
Germany, CA-15-3/27.29 Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany, CA-19 Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany, CA 125 Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany, Calcitonin Test Volume And Diagnostic Sales Forecast by Market Segment  
Germany, Cathepsin Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany, CEA Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany, Chromogranin Test Volume And Diagnostics Sales Forecast by Market Segment  
Germany, Colon-Specific Antigen Test Volume And Diagnostics Sales Forecast by Market Segment  
Germany, Cytokeratins Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany, Estrogen Receptor Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany, Ferritin Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany, Gastrin Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany, HCG, Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany, Insulin Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany, Interferons Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany, Interleukins Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany, Lymphocyte Subtyping Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany, NSE Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany, Occult Blood Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany, Oncogenes Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany, Pancreatic Oncofetal Antigen Test Volume and Diagnostics Sales Forecast

by Market Segment

Germany, Pap Smear Test Volume and Diagnostics Sales Forecast by Market Segment

Germany, Parathyroid Hormone Test Volume and Diagnostics Sales Forecast by Market Segment

Germany, Progesterone Receptor Test Volume And Diagnostics Sales Forecast by Market Segment

Germany, PAP Test Volume and Diagnostics Sales Forecast by Market Segment

Germany, PSA Test Volume and Diagnostics Sales Forecast by Market Segment

Germany, S-100 Protein Test Volume and Diagnostics Sales Forecast by Market Segment

Germany, Serotonin Test Volume and Diagnostics Sales Forecast by Market Segment

Germany, Sialic Acid Test Volume and Diagnostics Sales Forecast by Market Segment

Germany, Squamous Cell Carcinoma Antigen Test Volume and Diagnostics Sales Forecast By Market Segment

Germany, TDT Test Volume and Diagnostics Sales Forecast by Market Segment

Germany, Thymidine Kinase Test Volume and Diagnostics Sales Forecast by Market Segment

Germany, Thyroglobulin Test Volume and Diagnostics Sales Forecast by Market Segment

Germany, TPA Test Volume and Diagnostics Sales Forecast by Market Segment

Germany, Total Tumor Marker Sales By Major Supplier

Germany, AFP Testing Market Diagnostics Sales by Major Supplier

Germany CA 15-3/27.29 Testing Market Diagnostics Sales by Major Supplier

Germany CA 19-9 Testing Market Diagnostics Sales by Major Supplier

Germany, CA 125 Testing Market Diagnostics Sales by Major Supplier

Germany, CEA Testing Market Diagnostics Sales by Major Supplier

Germany, PSA Testing Market Diagnostics Sales by Major Supplier

Executive Summary Table: Italy, Total Tumor Marker Test Volume and Diagnostics Sales Forecast by Market Segment

Italy, Estimated Cancer Death Rates Per 100,000 Population

Italy, Laboratories Performing Tumor Marker Tests by Market Segment

Italy, Hospital Laboratories Performing Tumor Marker Tests by Bed Size

Italy, Commercial/Private Laboratories Performing Tumor Markers by Annual Test Volume

Italy, Total Tumor Marker Test Volume Forecast by Market Segment

Italy, All Market Segments Major Cancer Diagnostic Test Volume Forecast

Italy, Hospital Laboratories Major Tumor Marker Test Volume Forecast

Italy, Commercial/Private Laboratories Major Tumor Marker Test Volume Forecast

Italy, Total Tumor Marker Test Market Forecast by Market Segment

Italy, All Market Segments Major Tumor Marker Sales Forecast by Test  
Italy, Hospital Laboratories Major Tumor Marker Forecast by Test  
Italy, Commercial/Private Laboratories Major Tumor Marker Sales Forecast by Test  
Italy, ACTH Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy, AFP Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy, Beta-2 Microglobulin Test Volume And Diagnostics Sales Forecast by Market Segment  
Italy, CA 15-3/27.29 Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy, CA-19-9 Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy, CA 125 Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy, Calcitonin Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy, CEA Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy, Chromogranin Test Volume And Diagnostics Sales Forecast by Market Segment  
Italy, Colon Specific Antigen Test Volume And Diagnostics Sales Forecast by Market Segment  
Italy, Cytokeratins Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy, Estrogen Receptor Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy, Ferritin Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy, Gastrin Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy, HCG Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy, Insulin Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy, Lymphocyte Subtyping Test Volume And Diagnostics Sales Forecast by Market Segment  
Italy, NSE Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy, Occult Blood Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy, Oncogenes Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy, Pancreatic Oncofetal Antigen Test Volume and Diagnostics Sales Forecast By Market Segment  
Italy, PAP Smear Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy, Parathyroid Hormone Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy, Progesterone Receptor Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy, PAP Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy, PSA Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy, S-100 Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy, Serotonin Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy, Sialic Acid Test Volume and Diagnostics Sales Forecast by Market Segment

Italy, Squamous Cell Carcinoma Antigen Test Volume and Diagnostics Sales Forecast By Market Segment

Italy, TDT Test Volume and Diagnostics Sales Forecast by Market Segment

Italy, Thymidine Kinase Test Volume and Diagnostics Sales Forecast by Market Segment

Italy, Thyroglobulin Test Volume and Diagnostics Sales Forecast by Market Segment

Italy, TPA Test Volume and Diagnostics Sales Forecast by Market Segment

Italy, Total Tumor Markers Sales by Major Suppliers

Italy, AFP Testing Market Diagnostics Sales by Major Supplier

Italy, CEA Testing Market Diagnostics Sales by Major Supplier

Italy, PSA Testing Market Diagnostics Sales by Major Supplier

Executive Summary Table: Japan, Total Tumor Marker Test Volume and Sales Forecast by Market Segment

Japan, Estimated Cancer Death Rates Per 100,000 Population

Japan, Laboratories Performing Tumor Marker Tests by Market Segment

Japan, Hospital Laboratories Performing Tumor Marker Tests by Bed Size

Japan, Commercial/Private Laboratories Performing Tumor Marker Tests By Annual Test Volume

Japan, Total Tumor Marker Testing Volume Forecast by Market Segment

Japan, All Market Segments Major Tumor Marker Test Volume Forecast

Japan, Hospital Laboratories Major Tumor Marker Test Volume Forecast by Test

Japan, Commercial/Private Laboratories Major Tumor Marker Test Volume Forecast

Japan, Total Tumor Marker Sales Forecast by Market Segment

Japan, All Market Segments Major Tumor Marker Sales Forecast by Test

Japan, Hospital Laboratories Major Tumor Marker Sales Forecast by Test

Japan, Commercial/Private Laboratories Major Tumor Marker Sales Forecast by Test

Japan, ACTH Test Volume and Diagnostics Sales Forecast by Market Segment

Japan, AFP Test Volume and Diagnostics Sales Forecast by Market Segment

Japan, Beta-2 Microglobulin Test Volume and Diagnostics Sales Forecast by Market Segment

Japan, CA 15-3/27.29 Test Volume and Diagnostics Sales Forecast by Market Segment

Japan, CA 19-9 Test Volume and Diagnostics Sales Forecast by Market Segment

Japan, CA-125 Test Volume and Diagnostics Sales Forecast by Market Segment

Japan, Calcitonin Test Volume and Diagnostics Sales Forecast by Market Segment

Japan, Cathepsin Test Volume and Diagnostics Sales Forecast by Market Segment

Japan, CEA Test Volume and Diagnostics Sales Forecast by Market Segment

Japan, Chromogranin Test Volume and Diagnostics Sales Forecast by Market Segment

Japan, Colon-Specific Antigen Test Volume And Diagnostics Sales Forecast by Market Segment

Japan, Cytokeratins Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan, Estrogen Receptor Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan, Ferritin Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan, Gastrin Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan, HCG Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan, Insulin Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan, Interferons Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan, Interleukins Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan, Lymphocyte Subtyping Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan, NSE Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan, Nucleolar Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan, Occult Blood Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan, Oncogenes Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan, Pancreatic Oncofetal Antigen Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan, PAP Smear Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan, Parathyroid Hormone Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan, Progesterone Receptor Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan, PAP Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan, PSA Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan, S-100 Protein Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan, Serotonin Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan, Sialic Acid Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan, Squamous Cell Carcinoma Antigen Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan, TDT Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan, Thymidine Kinase Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan, Thyroglobulin Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan, TPA, Test Volume and Diagnostics Sales Forecast by Market Segment  
Japan, Total Tumor Marker Sales by Major Suppliers  
Japan, AFP Testing Market Diagnostics Sales by Major Supplier  
Japan, CA 15-3/27.29 Testing Market Diagnostics Sales by Major Supplier  
Japan, CA 19-9 Testing Market Diagnostics Sales by Major Supplier  
Japan, CA 125 Testing Market Diagnostics Sales by Major Supplier



Japan, Calcitonin Testing Market Diagnostics Sales by Major Supplier  
Japan, PAP Testing Market Diagnostics Sales by Major Supplier  
Japan, PSA Testing Market Diagnostics Sales by Major Supplier  
Executive Summary Table: Spain, Total Tumor Marker Test Volume and Sales Forecast by Market Segment  
Spain, Estimated Cancer Death Rates Per 100,000 Population  
Spain, Laboratories Performing Tumor Marker Tests by Market Segment  
Spain, Hospital Laboratories Performing Tumor Marker Tests by Bed Size  
Spain, Commercial/Private Laboratories Performing Tumor Markers by Annual Test Volume  
Spain, Total Tumor Marker Test Volume Forecast by Market Segment  
Spain, All Market Segment Major Cancer Diagnostic Test Volume Forecast  
Spain, Hospital Laboratories Major Cancer Diagnostic Test Volume Forecast by Test  
Spain, Commercial/Private Laboratories Major Tumor Marker Test Volume Forecast  
Spain, Total Tumor Marker Sales Forecast by Market Segment  
Spain, All Market Segments Major Tumor Marker Sales Forecast by Test  
Spain, Hospital Laboratories Major Tumor Marker Sales Forecast by Test  
Spain, Commercial/Private Laboratories Major Tumor Marker Sales Forecast by Test  
Spain, AFP Test Volume and Diagnostics Sales Forecast by Market Segment  
Spain, Beta-2 Microglobulin Test Volume and Diagnostics Sales Forecast by Market Segment  
Spain, CA 15-3 Test Volume and Diagnostics Sales Forecast by Market Segment  
Spain, CA 19-9 Test Volume and Diagnostics Sales Forecast by Market Segment  
Spain, CA-125 Test Volume and Diagnostics Sales Forecast by Market Segment  
Spain, Calcitonin Test Volume and Diagnostics Sales Forecast by Market Segment  
Spain, CEA Test Volume and Diagnostics Sales Forecast by Market Segment  
Spain, Colon-Specific Antigen Test Volume and Diagnostics Sales Forecast by Market Segment  
Spain, Estrogen Receptor Test Volume and Diagnostics Sales Forecast by Market Segment  
Spain, Ferritin Test Volume and Diagnostics Sales Forecast by Market Segment  
Spain, Gastrin Test Volume and Diagnostics Sales Forecast by Market Segment  
Spain, HCG Test Volume and Diagnostics Sales Forecast by Market Segment  
Spain, Insulin Test Volume and Diagnostics Sales Forecast by Market Segment  
Spain, Lymphocyte Subtyping Test Volume and Diagnostics Sales Forecast by Market Segment  
Spain, NSE Test Volume and Diagnostics Sales Forecast by Market Segment  
Spain, Occult Blood Test Volume and Diagnostics Sales Forecast by Market Segment  
Spain, Oncogenes Test Volume and Diagnostics Sales Forecast by Market Segment

Spain, Pancreatic Oncofetal Antigen Test Volume and Diagnostics Sales Forecast by Market Segment

Spain, PAP Smear Test Volume and Diagnostics Sales Forecast by Market Segment

Spain, Parathyroid Hormone Test Volume And Diagnostics Sales Forecast by Market Segment

Spain, Progesterone Receptor Test Volume and Diagnostics Sales Forecast by Market Segment

Spain, PAP Test Volume and Diagnostics Sales Forecast by Market Segment

Spain, PSA Test Volume and Diagnostics Sales Forecast by Market Segment

Spain, S-100 Protein Test Volume And Diagnostics Sales Forecast by Market Segment

Spain, Serotonin Test Volume and Diagnostics Sales Forecast by Market Segment

Spain, Sialic Acid Test Volume and Diagnostics Sales Forecast by Market Segment

Spain, Squamous Cell Carcinoma Antigen Test Volume and Diagnostics Sales Forecast by Market Segment

Spain, TDT Test Volume and Diagnostics Sales Forecast by Market Segment

Spain, Thymidine Kinase Test Volume and Diagnostics Sales Forecast by Market Segment

Spain, Thyroglobulin Test Volume and Diagnostics Sales Forecast by Market Segment

Spain, TPA Test Volume and Diagnostics Sales Forecast by Market Segment

Spain, Total Tumor Marker Sales by Major Suppliers

Spain, AFP Testing Market Diagnostics Sales by Major Supplier

Spain, CA 15-3/27.29 Testing Market Diagnostics Sales by Major Supplier

Spain, 19-9 Testing Market Diagnostics Sales by Major Supplier

Spain, CA 125 Testing Market Diagnostics Sales by Major Supplier

Spain, CEA Testing Market Diagnostics Sales by Major Supplier

Spain, PSA Testing Market Diagnostics Sales by Major Supplier

Executive Summary Table: U.K., Total Tumor Marker Test Volume and Sales Forecast by Market Segment

U.K., Estimated Cancer Death Rates Per 100,000 Population

U.K., Laboratories Performing Tumor Marker Tests by Market Segment

U.K., Hospital Laboratories Performing Tumor Marker Tests by Bed Size

U.K., Commercial/Private Laboratories Performing Tumor Marker Tests by Annual Test Volume

U.K., Total Tumor Marker Testing Volume Forecast by Market Segment

U.K., All Market Segments Major Tumor Marker Test Volume Forecast

U.K., Hospital Laboratories Major Tumor Marker Test Volume Forecast by Test

U.K., Commercial/Private Laboratories Major Tumor Marker Test Volume Forecast

U.K., Total Tumor Marker Sales Forecast by Market Segment

U.K., All Market Segments Major Tumor Marker Sales Forecast by Test

U.K., Hospital Laboratories Major Tumor Marker Sales Forecast by Test  
U.K., Commercial/Private Laboratories Major Tumor Marker Sales Forecast by Test  
U.K., ACTH Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., AFP Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., Beta-2 Microglobulin Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., CA 15-3/27.29 Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., CA 19-9 Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., CA-125 Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., Calcitonin Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., CEA Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., Chromogranin Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., Colon-Specific Antigen Test Volume And Diagnostics Sales by Market Segment  
U.K., Cytokeratins Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., Estrogen Receptor Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., Ferritin Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., Gastrin Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., HCG Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., Insulin Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., Lymphocyte Subtyping Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., NSE Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., Occult Blood Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., Oncogenes Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., Pancreatic Oncofetal Antigen Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., PAP Smear Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., Parathyroid Hormone Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., Progesterone Receptor Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., PAP Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., PSA Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., S-100 Protein Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., Serotonin Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., Sialic Acid Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., Squamous Cell Carcinoma Antigen Test Volume and Diagnostics Sales Forecast by Market Segment



U.K., TDT Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., Thymidine Kinase Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., Thyroglobulin Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., TPA Test Volume and Diagnostics Sales Forecast by Market Segment  
U.K., Total Tumor Marker Sales and Market Shares Forecast  
U.K., CEA Testing Market Diagnostics Sales by Major Supplier  
U.K., PSA Testing Market Diagnostics Sales by Major Supplier  
Executive Summary Table: U.S., Total Tumor Marker Test Volume and Sales Forecast By Market Segment  
U.S., Estimated New Cancer Cases and Deaths  
U.S., Estimated Cancer Death Rates Per 100,000 Population  
U.S., Laboratories Performing Tumor Marker Tests by Market Segment  
U.S., Hospital Laboratories Performing Tumor Marker Tests by Bed Size  
U.S., Commercial/Private Laboratories Performing Tumor Marker Tests By Annual Test Volume  
U.S., Physician Office Laboratories Performing Tumor Marker Tests By Practice Size  
U.S., Total Tumor Marker Test Volume Forecast by Market Segment  
U.S., All Market Segments Major Tumor Marker Test Volume Forecast  
U.S., Hospital Laboratories Major Tumor Marker Test Volume Forecast by Test  
U.S., Commercial/Private Laboratories Major Tumor Marker Test Volume Forecast  
U.S., Physician Offices/Group Practices Major Tumor Marker Test Volume Forecast  
U.S., Cancer Clinics Major Tumor Marker Test Volume Forecast by Test  
U.S., Total Tumor Marker Sales Forecast by Market Segment  
U.S., All Market Segment Major Tumor Marker Sales Forecast by Test  
U.S., Hospital Laboratories Major Tumor Marker Sales Forecast by Test  
U.S., Commercial/Private Laboratories Major Tumor Marker Sales Forecast by Test  
U.S., Physician Offices/Group Practices  
Major Tumor Marker Sales Forecast by Test  
U.S., Cancer Clinics Major Tumor Marker Sales Forecast by Test  
U.S., ACTH Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S., AFP Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S., Beta-2 Microglobulin Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S., CA 15-3/27.29 Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S., CA 19-9 Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S., CA-125 Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S., Calcitonin Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S., Cathepsin Test Volume and Diagnostics Sales Forecast by Market Segment

U.S., CEA Test Volume and Diagnostics Sales by Market Segment  
U.S., Chromogranin Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S., Colon-specific Antigen Test Volume And Diagnostics Sales Forecast by Market Segment  
U.S., Cytokeratins Test Volume And Diagnostics Sales Forecast by Market Segment  
U.S., Estrogen Receptor Test Volume And Diagnostics Sales Forecast by Market Segment  
U.S., Ferritin Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S., Gastrin Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S., HCG Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S., Insulin Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S., Interferons Test Volume And Diagnostics Sales Forecast by Market Segment  
U.S., Interleukins Test Volume And Diagnostics Sales Forecast by Market Segment  
U.S., Lymphocyte Subtyping Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S., NSE Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S., Nucleolar Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S., Occult Blood Test Volume And Diagnostics Sales Forecast by Market Segment  
U.S., Oncogenes Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S., Pancreatic Oncofetal Antigen Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S., PAP Smear Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S., Parathyroid Hormone Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S., Progesterone Receptor Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S., PAP Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S., PSA Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S., S-100 Protein Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S., Serotonin Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S., Sialic Acid Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S., Squamous Cell Carcinoma Antigen Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S., TDT Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S., Thymidine Kinase Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S., Thyroglobulin Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S., TPA Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S., Total Tumor Marker Sales By Major Supplier

U.S., ACTH Testing Market Diagnostics Sales by Major Supplier  
U.S., AFP Testing Market Diagnostics Sales by Major Supplier  
U.S., Beta-2 Migroblolulin Testing Market Diagnostics Sales by Major Supplier  
U.S., CA 15-3/27.29 Testing Market Diagnostics Sales by Major Supplier  
U.S., CA 19-9 Testing Market Diagnostics Sales by Major Supplier  
U.S., CA 125 Testing Market Diagnostics Sales by Major Supplier  
U.S., CEA Testing Market Diagnostics Sales by Major Supplier  
U.S., Ferritin Testing Market Diagnostics Sales by Major Supplier  
U.S., HCG Testing Market Diagnostics Sales by Major Supplier  
U.S., Insulin Testing Market Diagnostics Sales by Major Supplier  
U.S., Parathyroid Hormone Testing Market Diagnostics Sales by Major Supplier  
U.S., PAP Testing Market Diagnostics Sales by Major Supplier  
U.S., Progesterone Receptor Testing Market Diagnostics Sales by Major Supplier  
U.S., PSA Testing Market Diagnostics Sales by Major Supplier

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