

# Enteric Diseases in Italy 2014: Market Outlook and Emerging Opportunities

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## Abstracts

### About This Report

This new 322-page report from Venture Planning Group presents detailed analysis of the Italian Enteric Diseases market, including sales forecasts and supplier shares for Campylobacter, Cryptosporidium, E. Coli, Enterovirus, Rhinovirus, Rotavirus, Salmonella, Shigella, Vibrio and Yersinia. The report provides test volume and sales projections for Hospitals and Commercial/Private Labs.

In addition to market share and sales forecasts, the report:

Examines market applications of Molecular Diagnostics, Monoclonal Antibodies, Immunoassays, IT and other emerging technologies;

Reviews features and operating characteristics of major analyzers used for microbiology testing;

Profiles key suppliers and potential market entrants developing innovative technologies and products; and

Analyzes emerging opportunities, alternative market penetration strategies, market entry barriers/risks, and strategic planning issues.

### Methodology

The report is based on a combination of primary and secondary information sources,

including interviews with laboratory directors, and executives of leading diagnostics companies and start-up firms developing innovative products.

In addition to primary sources of information, a comprehensive review of the most recent technical and business publications, manufacturer product and financial literature, as well as Venture Planning Group's proprietary data files was conducted.

Contains 322 pages and 19 tables

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