

Italian Tumor Marker Testing Market 2014: Innovations, Trends and Opportunities for Suppliers

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Abstracts

Highlights

Comprehensive 570-page analysis of the Italian tumor marker testing market.

Major issues pertaining to the Italian laboratory practice, as well as key economic, regulatory, demographic, social and technological trends with significant market impact during the next five years.

Mortality statistics and scientific views on the etiology of major types of cancer, e.g., lung, colorectal, breast, prostatic, pancreatic, leukemia, lymphoma, gastrointestinal, bladder, liver, ovarian, testicular, oral, skin and others.

Five-year test volume and sales forecasts for over 40 tumor marker performed in Italian hospitals and commercial laboratories.

Placements and installed base of automated and semi-automated analyzers used for tumor marker testing.

Current instrumentation technologies and feature comparison of leading analyzers.

Sales and market shares of leading suppliers.

Emerging diagnostic technologies and their potential market applications.

Product development opportunities.

Profiles of current and emerging suppliers, including their sales, market shares, product portfolios, marketing tactics, technological know-how, new products in R&D, collaborative arrangements and business strategies.

Business opportunities and strategic recommendations for suppliers.

Contains 570 pages and 83 tables

Contents

INTRODUCTION

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
 - ADA
 - B-Protein
 - PNP
 - 5'-Nucleotidase
- 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. Instrumentation Review And Market Needs

1. Abbott AxSYM
2. Abbott Architect c4000
3. Abbott Architect i2000 Series
4. Abbott Architect ci8200 System
5. Beckman Coulter UniCel Series
6. Beckman Coulter Access
7. Binding Site ESP600
8. bioMerieux Mini Vidas

9. Carolina Chemistries BioLis 24i
 10. DiaSorin Liaison
 11. Horiba ABX Pentra
 12. Inverness DS2
 13. J&J Vitros ECi/ECiQ
 14. J&J Vitros 3600
 15. J&J Vitros 5600
 16. Olympus AU5400
 17. Olympus AU3000i
 18. Olympus AU2700
 19. Roche Modular Analytics
 20. Roche Cobas Integra
 21. Roche Cobas Integra 400 Plus
 22. Roche Elecsys
 23. Roche Cobas c311
 24. Siemens ADVIA Centaur
 25. Siemens Dimension
 26. Siemens Dimension RxL Max
 27. Siemens Dimension Vista
 28. Siemens Immulite
 29. Siemens Stratus
 30. Tosoh AIA-Series
 31. Vital Diagnostics ATAC 8000
 32. Vital Diagnostics Envoy
- D. Current and Emerging Technologies
1. Monoclonal and Polyclonal Antibodies
 2. Immunoassays
 - a. Technological Principle
 - b. Radioimmunoassay (RIA)
 - c. Enzyme Immunoassays (EIA)
 - Overview
 - ELISA
 - Immunofiltration
 - Particle-Membrane Capture Immunoassay
 - Enzyme Amplification
 - d. Fluorescent Immunoassays
 - e. Luminescence
 - Chemiluminescence
 - Bioluminescence

- f. Latex Agglutination
 - g. Immunoprecipitation
- H. Affinity Chromatography
 - e. Liposome Flow-Injection Immunoassay
- 3. Molecular Diagnostics
 - a. Technology Overview
 - b. Amplification Methods
 - PCR
 - DAP-PCR
 - Immuno-PCR
 - QC-PCR
 - CAR
 - DNA
 - HPA
 - LCR
 - NASBA
 - QBR
 - SDA
 - 3 SR, and others
- 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
 - a. CT
 - b. MRI
 - c. NMR
 - d. PET
 - e. Photonics Spectroscopy
- E. Personal Testing

ITALY

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

MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES

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

DESIGN CRITERIA FOR DECENTRALIZED TESTING PRODUCTS

ALTERNATIVE MARKET PENETRATION STRATEGIES

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts
- D. Distribution Strategies
 - 1. Marketing Approaches
 - 2. Product Complexity
 - 3. Customer Preference
 - 4. Established Suppliers
 - 5. Emerging Suppliers
 - 6. Major Types of Distributors
 - 7. Market Segmentation Factor @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

COMPETITIVE PROFILES

Abbott
AdnaGen
Applied Gene Technologies
Arca
Beckman Coulter/Danaher
Becton Dickinson
Biomedical Diagnostics
bioMerieux
Bio-Rad
Cepheid
Correlogic Systems
Dako
Decode
Diadexus
Diagnocure
Diasorin
Eiken Chemical
Enterix
Enzo Biochem
Epigenomics
Exact Sciences
Fujirebio
Gen-Probe
Guided Therapeutics
Hologic
Ipsogen
Kreatech
Kyowa Medex
Life Technologies
Mackay Life Sciences
Myriad Genetics
Nanogen Elitech
OncoLab
Otho-Clinical Diagnostics
Panacea Pharmaceuticals
Polartechnics
Polymedco
PreMD
Qiagen

Radiant Pharmaceuticals
Roche
Scienion
Sequenom
Siemens Healthcare
Takara Bio
Targeted Diagnostics & Therapeutics
Tosoh
Veridex
Wako Pure Chemicals
Wallac/PE
Zila

APPENDIXES

Appendix I: Major Universities and Research Centers Developing Cancer Diagnostic Technology and Applications

Appendix II: Assumed Currency Exchange Rates

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: 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

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