

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

<https://marketpublishers.com/r/2ABC0BA5504EN.html>

Date: January 2014

Pages: 570

Price: US\$ 4,880.00 (Single User License)

ID: 2ABC0BA5504EN

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

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Bio-Rad
Cepheid
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Decode
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Diagnocure
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Enterix
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Exact Sciences
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Life Technologies
Mackay Life Sciences
Myriad Genetics
Nanogen Elitech
OncoLab
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Panacea Pharmaceuticals
Polartechnics
Polymedco
PreMD
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Radiant Pharmaceuticals
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