

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

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## **Abstracts**

Complete report \$7,600. DataPack (test volumes, sales forecasts, supplier shares) \$4,900.

“Future Horizons and Growth Strategies in the Japanese Cancer Diagnostics Market 2015” is a new strategic analysis of the major business opportunities emerging in the cancer diagnostics market during the next five years. The report examines trends in the Japanese cancer diagnostics markets; reviews current and emerging tests; analyzes potential applications of various diagnostic technologies; forecasts sales of major tumor markers 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.

## **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.

## Market Segmentation Analysis

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

Five-year test volume and sales forecasts for major cancer diagnostic tests by market segment, including:

Hospitals

Commercial/Private Laboratories

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

Cancer statistics, etiology and recent developments.

## 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.

Analysis of major immunoassay analyzers used for cancer diagnostic testing, including their operating characteristics, features and selling prices.

## **TECHNOLOGY REVIEW**

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 ASSESSMENTS**

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 590 pages and 95 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  
Opiod 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  
Villan

#### 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. 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

## **IX. 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  
Polartech  
Polymedco  
PreMD  
Qiagen  
Quest Diagnostics  
Radient Pharmaceuticals  
Roche  
Scienion  
Sequenom  
Siemens Healthcare  
Takara Bio  
Targeted Diagnostics & Therapeutics  
Tosoh  
Thermo  
Veridex  
Wako Pure Chemicals  
Wallac/PE  
Zila

## **X. 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: 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

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