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US Home/Self Testing Market 2015: Diabetes, Pregnancy, Ovulation, Occult Blood--Business Challenges and Marketing Strategies for Suppliers

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Abstracts

This new 175-page report from VPGMarketResearch provides analysis of the major home/self testing market segments, including diabetes (strips and meters), pregnancy, ovulation, and occult blood. The report presents trends, dynamics, size, growth, regulatory requirements, technologies, and competitive profiles. Rationale The growing economic pressures on hospitals, coupled with advances in diagnostic technologies, intensifying competition among suppliers and physicians, and changing consumer demands are shifting diagnostic testing from hospitals and commercial laboratories closer to the patient.

Market Segmentation Analysis

Review of the home/self testing market segments, including diabetes (strips and meters), pregnancy, ovulation and occult blood; Five-year sales forecasts. Competitive Assessments; Assessments of major POC suppliers and emerging market entrants

Methodology

This report is based on a combination of primary and secondary sources of information, including review of the latest technical and business publications, manufacturer product literature, industry analyst reports, and Venture Planning Group's proprietary data files.

Contains 175 pages and 3 tables

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