

# **Future Horizons and Growth Strategies in the European Tumor Marker Testing Market 2015: Supplier Shares and Country Forecasts**

<https://marketpublishers.com/r/26DF5DA5264EN.html>

Date: June 2015

Pages: 820

Price: US\$ 15,760.00 (Single User License)

ID: 26DF5DA5264EN

## **Abstracts**

This unique report provides information not available from any other published source, including volume, sales, and leading supplier shares by test. This comprehensive five - country report identifies and evaluates major business opportunities emerging in the cancer diagnostics market during the next five years; examines trends in France, Germany, Italy, Spain, and the UK; reviews current and emerging tests; analyzes potential applications of various diagnostic technologies; forecasts sales of major tumor markers by country and market segment; profiles leading market players and potential entrants; and suggests alternative business expansion strategies for suppliers. 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 European cancer diagnostic testing 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.

Contains 820 pages and 320 tables

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