

# **2015-2019 Future Horizons and Growth Strategies in the German Transfusion Diagnostic Testing Market: Supplier Shares and Country Forecasts**

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## **Abstracts**

Complete report \$6,100. DataPack (test volumes, sales forecasts, supplier shares) \$3,950.

“2015-2019 Future Horizons and Growth Strategies in the German Blood Banking Market” is a new strategic analysis prepared by VPGMarketResearch in order to help current suppliers and potential market entrants identify and evaluate emerging opportunities and assist industry executives in developing effective business, new product development and marketing strategies.

### **Rationale**

During the next five years, the German blood banking market is expected to undergo significant transformation, which will result from the convergence of several trends, including more stringent regulations; advances in diagnostic technologies, IT, system engineering and automation; and intensifying competition. Some segments will start resembling commodity markets, where product positioning and differentiation are more critical than underlying technology.

The changes in the marketplace will create exciting opportunities for new instruments and reagent systems, as well as auxiliary products, such as specimen preparation devices, controls, calibrators, and innovative IT applications.

### **Strategic Recommendations**

New product development opportunities with significant market appeal.

Alternative market penetration strategies.

Potential market entry barriers and risks.

The report explores future marketing and technological trends in the Germany; provides estimates of the test volume, instrument placements and sales; compares features of major automated and semi-automated analyzers; profiles leading and emerging competitors; and identifies specific product and market opportunities facing suppliers during the next ten years.

### Blood Typing and Grouping Tests

ABO, Antibody Panels, Antibody Screening/Indirect Antiglobulin, Antigen Typing (C, c, Duffy, E, e, I, i, Kell, Kidd, Le a, b, MN, P, S, s), Antiglobulin (Direct, C3 + IgG, IgG, C3), Crossmatching (Immediate Spin, Full Crossmatch), Rh (D, Du).

### Infectious Disease Screening Tests

AIDS (HIV NAT, HIV-1/2), Cytomegalovirus, Hepatitis (HAV NAT, HBV NAT, HBs Ag, Anti-HBc, HCV NAT, HCV, ALT/SGPT), HTLV-I/II, Parvovirus B19 NAT, Syphilis, West Nile Virus NAT.

### Sales and Market Share Analysis

Sales and market share estimates of leading suppliers of blood banking of reagents and instruments, by individual product.

### Competitive Assessments

Strategic assessments of major suppliers and emerging market entrants, including their sales, product portfolios, marketing tactics, and new products in R&D.

### Market Segmentation Analysis

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

Test volume and sales forecasts for over 40 blood banking tests, including NAT, by market segment:

Blood Centers

Hospitals

Commercial/Private Laboratories

### Current and Emerging Products

Analysis of current and emerging blood banking tests.

Review of automated and semi-automated analyzers, including their operating characteristics, features, and selling prices.

### Technology Review

Assessment of current and emerging technologies, and their potential applications for the blood banking market.

Comprehensive lists of companies developing or marketing new technologies and products by test.

Contains 426 pages and 42 tables

## Contents

### I. INTRODUCTION

### II. WORLDWIDE TECHNOLOGY AND MARKET OVERVIEW

#### A. Major Blood Typing, Grouping and Infectious Disease Screening Tests

1. Blood Typing and Grouping Tests
2. Infectious Disease Screening Tests
  - a. AIDS
  - b. Hepatitis
  - c. Cytomegalovirus
  - d. Syphilis
  - e. West Nile Virus
  - f. Parvovirus B19
  - g. Creutzfeldt-Jakob's Disease
  - h. Malaria
  - i. Chagas Disease
  - j. Babesiosis
3. Pathogen Reduction
4. Leukocyte Reduction

#### B. Instrumentation Review: Operating Characteristics, Features and Selling Prices of Leading Automated and Semiautomated Analyzers

#### C. Major in Vitro Diagnostic Technologies And Their Potential Applications

1. Molecular Diagnostics
2. Monoclonal and Polyclonal Antibodies
3. Immunoassays
4. Microtitration Plates
5. IT and Automation
6. Lasers
7. Robotics
8. Synthetic Red Cell Substitutes
9. Genetically Engineered Blood Components
10. Blood Preservation
11. Autologous Blood Transfusion/Freezing

### III. FRANCE

#### A. Executive Summary

- B. Business Environment
- C. Market Structure
- D. Market Size, Growth and Major Suppliers' Sales and Market Shares for Blood Typing, Grouping and Infectious Disease Screening Tests

#### **IV. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES**

- A. Blood Typing and Grouping
- B. Infectious Disease Screening
- C. Auxiliary

#### **V. ALTERNATIVE MARKET PENETRATION STRATEGIES**

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts

#### **VI. POTENTIAL MARKET ENTRY BARRIERS AND RISKS**

- A. Market Maturity
- B. Cost Containment
- C. Competition
- D. Technological Edge and Limitations
- E. Patent Protection

#### **VII. COMPETITIVE ASSESSMENTS**

Abbott  
Beckman Coulter/Danaher  
Becton Dickinson  
Biokit  
BioMerieux  
Bio-Rad  
Diagast  
DiaSorin  
Fujirebio/Innogenetics  
Hologic/Gen-Probe  
Grifols  
Immucor

Novartis Diagnostics  
Ortho-Clinical Diagnostics  
Orchid CellMark  
Proteome Sciences  
Quest Diagnostics  
Quidel  
Roche  
Siemens  
Tecan

## **XII. APPENDIX: ASSUMED CURRENCY EXCHANGE RATES**

## List Of Tables

### LIST OF TABLES

Major Companies Developing or Marketing Blood Typing and Grouping Tests  
Major Companies Developing or Marketing HLA Typing Tests  
Major Companies Developing or Marketing AIDS Tests  
Major Companies Developing or Marketing Hepatitis Tests  
Major Companies Developing or Marketing CMV Tests  
Major Companies Developing or Marketing Syphilis Tests  
Major Companies Developing or Marketing Blood Bank Analyzers  
Executive Summary Table: France, Total Blood Bank Test Volume and Reagent Sales Forecast By Test Category  
France, Facilities Performing Blood Bank Tests by Market Segment  
France, Hospital Laboratories Performing Blood Bank Tests by Bed Size  
France, Commercial/Private Laboratories Performing Blood Bank Tests By Annual Test Volume  
France, All Market Segments Blood Typing And Grouping Test Volume Forecast by Market Segment  
France, All Market Segments Blood Typing And Grouping Test Volume Forecast  
France, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast  
France, Blood Banks Blood Typing And Grouping Test Volume Forecast  
France, Commercial/Private Laboratories Blood Typing and Grouping Test Volume Forecast  
France, All Market Segments Infectious Disease Screening Test Volume Forecast By Market Segment  
France, All Market Segments Infectious Disease Screening Test Volume Forecast  
France, Blood Banks Infectious Disease Screening Test Volume Forecast  
France, Commercial/Private Laboratories Infectious Disease Screening Test Volume Forecast  
France, Hospital Laboratories Infectious Disease Screening Test Volume Forecast  
France, All Market Segments Blood Typing And Grouping Reagent Market Forecast By Market Segment  
France, All Market Segments Blood Typing And Grouping Reagent Market Forecast By Major Test  
France, Hospital Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test  
France, Blood Banks Blood Typing and Grouping Reagent Market Forecast by Major Test

France, Commercial/Private Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

France, All Market Segments Infectious Disease Screening Reagent Market Forecast By Market Segment

France, All Market Segments Infectious Disease Screening Reagent Market Forecast By Test

France, Blood Banks Infectious Disease Screening Reagent Market Forecast by Test

France, Commercial/Private Laboratories Infectious Disease Screening Reagent Market Forecast By Test

France, Hospital Laboratories Infectious Disease Screening Reagent Market Forecast by Test

France, Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And Market Shares

France, HIV/HTLV Blood Screening Market, Reagent Sales by Major Supplier

France, Hepatitis Blood Screening Market, Reagent Sales by Major Supplier

France, HIV/Hepatitis NAT Screening Market Reagent Sales by Major Supplier

France, CMV Blood Screening Market, Reagent Sales By Major Supplier

France, Syphilis Blood Screening Market, Reagent Sales By Major Supplier



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