

# 2014 Strategies for the Italian Microbiology Testing Market

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## Abstracts

Complete report **\$6,700**. DataPack (test volumes, sales forecasts, supplier shares) **\$4,300**.

'**2014 Strategies for the Italian Microbiology Testing Market**' is a new strategic analysis of major business opportunities emerging in the infectious disease testing market during the next five years. The report examines key Italian market trends; reviews current and emerging assays; analyzes potential applications of innovative diagnostic technologies; forecasts volume and sales for over 100 infectious disease tests by assay, and market segment; provides test volume estimates by method (molecular, serology/immunodiagnosics, culture/microscopy); profiles leading players and potential market entrants; and suggests alternative business expansion strategies for suppliers.

## Rationale

This comprehensive report will assist diagnostics industry executives, as well as companies planning to diversify into the dynamic and rapidly expanding microbiology testing market, in evaluating emerging opportunities and developing effective business strategies.

Microbiology testing is one of the most rapidly growing segments of the in vitro diagnostics industry, and the greatest challenge facing suppliers during this decade. Among the main driving forces is continuing spread of AIDS, which remains the world's major health threat and a key factor contributing to the rise of opportunistic infections; threat of bioterrorism; advances in molecular diagnostic technologies; and a wider availability of immunosuppressive drugs.

Although for some infections the etiology is still a mystery, while for others the causative microorganisms are present in minute concentrations long before the occurrence of first clinical symptoms, recent advances in genetic engineering and detection technologies are creating exciting opportunities for highly sensitive, specific and cost-effective products.

### **Opportunities and Strategic Recommendations**

Emerging opportunities for new instrumentation, reagents kits, IT and other products with significant market appeal during the next five years.

Design criteria for decentralized testing products.

Alternative market penetration strategies.

Potential market entry barriers and risks.

### **Infectious Diseases Analyzed in the Report**

AIDS/HIV, Adenovirus, Aeromonads, Bartonella, Blastocystis Hominis, Campylobacter, Candida, Chancroid, Chlamydia, Clostridium, Coronavirus, Coxsackievirus, Cryptosporidium, Cyclospora, CMV, E. Coli, Echovirus, Encephalitis, Enterovirus, EBV, Giardia, Gonorrhea, Granuloma Inguinale, Hantavirus, H. Pylori, Hepatitis, Herpes Influenza, Legionella, Lyme, Lymphogranuloma, Malaria, Measles, Meningitis, Microsporidium, Mononucleosis, Mumps, Mycoplasma, HPV, Parvovirus, Pneumonia, Polyomaviruses, Pseudomonas, Rabies, RSV, Rhinovirus, Rotavirus, Rubella, Salmonella, Septicemia, Shigella, Staphylococci, Streptococci, Syphilis, Toxoplasmosis, Trichomonas, TB, Vibrio, West Nile, Yersinia.

### **Market Segmentation Analysis**

Sales and market shares of major suppliers by individual test.

Volume and sales forecasts for over 100 infectious disease assays by individual test and market segment:

Hospitals

Blood Banks

Commercial/Private Laboratories

Test volume estimates by method (molecular, serology/immunodiagnosics, culture/microscopy).

Review of the market dynamics, trends, structure, size, growth and major suppliers.

### **Current and Emerging Products**

In-depth examination of over 100 major diseases, including their etiology, current diagnostic tests, vaccines, drugs and market needs.

Review of major analyzers used for infectious disease testing, including their operating characteristics, features and selling prices.

### **Technology Review**

Assessment of molecular diagnostic, monoclonal antibody, immunoassay, and other technologies and their potential applications for infectious disease testing.

Global listings of companies developing or marketing infectious disease diagnostic products by individual test.

### **Competitive Assessments**

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

Contains 970 pages and 155 tables

## Contents

### INTRODUCTION

### WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW

#### A. Major Infectious Disease Tests

##### 1. AIDS

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs

##### 2. Adenovirus

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs
- d. Adeno-Associated Viruses(AAV)

##### 3. Aeromonas

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs

##### 4. Anthrax/Bacillus Anthracis

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs

##### 5. Arboviruses

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs

##### 6. Babesiosis

- a. Background

##### 7. Bacillary Epithelioid Angiomatosis (BEA) And Other Bartonella (Rochalimaea)

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs

##### 8. Blastocystis Hominis

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs

##### 9. Brucella

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs
- 10. Campylobacter
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 11. Candida
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 12. Chagas Disease
  - a. Background
- 13. Chancroid
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 14. Chlamydia
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 15. Clostridium Difficile
  - a. Background
  - b. Diagnostic Tests
  - c. Drugs and Vaccines
- 16. Coronaviruses
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 17. Coxsackieviruses
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 18. Creutzfeldt-Jakob's Disease
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines
- 19. Cryptosporidium Parvum
  - a. Background

- b. Diagnostic Tests
- c. Vaccines and Drugs
- 20. Cyclospora Cayetanensis
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 21. Cytomegalovirus
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 22. Ebola Virus
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 23. E. Coli
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 24. EchoVirus
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 25. Encephalitis
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 26. Enteroviruses
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 27. Epstein-Barr Virus
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 28. Giardia Lambliia
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 29. Gonorrhea

- a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
30. Granuloma Inguinale
- a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
31. Hantavirus
- a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
32. Helicobacter Pylori
- a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
33. Hepatitis
- a. Background
  - b. Hepatitis A
  - c. Hepatitis B
  - d. Hepatitis C
  - e. Vaccines and Drugs
34. Herpes Simplex Virus
- a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
35. Human Herpes Virus-6 (HHV-6)
- a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
36. Influenza Viruses
- a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
37. Legionella
- a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
38. Lyme Disease
- a. Background

- b. Diagnostic Tests
- c. Vaccines and Drugs
- 39. Lymphogranuloma Venereum (LGV)
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 40. Malaria
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 41. Measles (Rubeola)
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 42. Meningitis
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 43. Microsporidium
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 44. Mononucleosis
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 45. Mumps
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 46. Mycoplasma
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 47. Papillomaviruses
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 48. Parvovirus B19



- a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
49. Pneumonia
- a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
50. Polyomaviruses
- a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
51. Pseudomonas Aeruginosa
- a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
52. Rabies
- a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
53. Respiratory Syncytial Virus (RSV)
- a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
54. RhinoViruses
- a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
55. RotaVirus (REOVIRUS)
- a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
56. Rubella(MEASLES)
- a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
57. Salmonellosis
- a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs

- 58. Septicemia
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 59. Shigellosis
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 60. Staphylococcus Aureus
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 61. Streptococci
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 62. Syphilis
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 63. Toxoplasmosis
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 64. Trichomonas Vaginalis
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 65. Tuberculosis
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 66. Vibrio
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 67. West Nile Virus
  - a. Background
  - b. Diagnostic Tests

c. Vaccines and Drugs

68. Yersina

a. Background

b. Diagnostic Tests

c. Vaccines and Drugs

B. Instrumentation Review of Leading Analyzers Marketed by Abbott, Beckman Coulter/Danaher, BioMerieux, Ortho-Clinical Diagnostics, Roche, Siemens, Tosoh, Wallac and Other Suppliers

C. Emerging Diagnostic Technologies

1. Molecular Diagnostics

2. Monoclonal Antibodies

3. Immunoassays

4. Differential Light Scattering

5. Information Technology

6. Artificial Intelligence

7. Liposomes

8. Flow Cytometry

9. Chromatography

10. Diagnostic Imaging

11. Gel Microdroplets

12. Other

## **ITALY**

A. Executive Summary

B. Business Environment

C. Market Structure

D. Market Size, Growth and Major Suppliers

## **MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES**

A. Instrumentation

B. Reagent Kits and Test Systems/Panels

C. Computers, Software and Automation

D. Auxiliary Products

## **DESIGN CRITERIA FOR DECENTRALIZED TESTING PRODUCTS**

## **ALTERNATIVE MARKET PENETRATION STRATEGIES**

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts
- D. Distribution Strategies for Decentralized Testing Markets
  - 1. Marketing Approaches
  - 2. Product Complexity
  - 3. Customer Preference
  - 4. Established Suppliers
  - 5. Emerging Suppliers
  - 6. Major Types of Distributors
  - 7. Market Segmentation

## **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

## **COMPETITIVE ASSESSMENTS**

Abbott  
Affymetrix  
Beckman Coulter/Danaher  
Becton Dickinson  
bioMerieux  
Bio-Rad  
Cepheid  
Diamedix  
DiaSorin  
Eiken Chemical  
Enzo Biochem  
Fujirebio  
Gen-Probe  
Hologic

ID Biomedical  
Innogenetics/Solvay  
Kreatech  
Life Technology  
Lonza  
Nanogen/Elitech  
Novartis Diagnostics  
Ortho-Clinical Diagnostics  
Qiagen  
Roche  
Scienion  
Sequenom  
SeraCare  
Siemens  
Takara Bio  
Thermo Fisher  
Wallac  
Wako

## List Of Tables

### LIST OF TABLES

Major Companies Developing or Marketing AIDS Tests  
Major Companies Developing or Marketing Adenovirus Tests  
Major Companies Developing or Marketing Bartonella Tests  
Major Companies Developing or Marketing Campylobacter Tests  
Major Companies Developing or Marketing Candida Tests  
Major Companies Developing or Marketing Chlamydia Tests  
Major Companies Developing or Marketing Clostridium Tests  
Major Companies Developing or Marketing Coronavirus Tests  
Major Companies Developing or Marketing Cryptosporidium Tests  
Major Companies Developing or Marketing CMV Tests  
Major Companies Developing or Marketing Echovirus Tests  
Major Companies Developing or Marketing Enterovirus Tests  
Major Companies Developing or Marketing EBV Tests  
Major Companies Developing or Marketing Giardia Tests  
Major Companies Developing or Marketing Gonorrhoea Tests  
Major Companies Developing or Marketing Hantavirus Tests  
Major Companies Developing or Marketing Helicobacter Pylori Tests  
Major Companies Developing or Marketing Hepatitis Tests  
Major Companies Developing or Marketing Herpes Tests  
Major Companies Developing or Marketing Influenza Tests  
Major Companies Developing or Marketing Legionella Tests  
Major Companies Developing or Marketing Lyme Disease Tests  
Major Companies Developing or Marketing Lymphogranuloma Tests  
Major Companies Developing or Marketing Malaria Tests  
Major Companies Developing or Marketing Measles Tests  
Major Companies Developing or Marketing Meningitis Tests  
Major Companies Developing or Marketing Microsporidium Tests  
Major Companies Developing or Marketing Mononucleosis Tests  
Major Companies Developing or Marketing Mumps Tests  
Major Companies Developing or Marketing Mycoplasma Tests  
Major Companies Developing or Marketing Papilloma Virus Tests  
Major Companies Developing or Marketing Parvovirus Tests  
Major Companies Developing or Marketing Pneumonia Tests  
Major Companies Developing or Marketing RSV Tests  
Major Companies Developing or Marketing Rotavirus Tests

Major Companies Developing or Marketing Rubella Tests  
Major Companies Developing or Marketing Salmonella Tests  
Major Companies Developing or Marketing Septicemia Tests  
Major Companies Developing or Marketing Shigella Tests  
Major Companies Developing or Marketing Staphylococci Tests  
Major Companies Developing or Marketing Streptococci Tests  
Major Companies Developing or Marketing Syphilis Tests  
Major Companies Developing or Marketing Toxoplasmosis Tests  
Major Companies Developing or Marketing Trichomonas Tests  
Major Companies Developing or Marketing Tuberculosis Tests  
Major Companies Developing or Marketing West Nile Tests  
Major Companies Developing or Marketing Yersinia Tests  
Italy Summary Table All Infectious Diseases Test Volume and Diagnostics Sales  
Forecast by Market Segment  
Italy Laboratories Performing Infectious Disease Tests by Market Segment  
Italy Hospital Laboratories Performing Infectious Disease Tests by Bed Size  
Italy Commercial/Private Laboratories Performing Infectious Disease Tests by Annual  
Test Volume  
Italy All Market Segments Infectious Disease Test Volume Forecast  
Italy Hospital Laboratories Infectious Disease Test Volume Forecast  
Italy Blood Banks Infectious Disease Test Volume Forecast  
Italy Commercial/Private Laboratories Infectious Disease Test Volume Forecast  
Italy All Market Segments Infectious Disease Diagnostics Market Forecast  
Italy Hospital Laboratories Infectious Disease Diagnostics Market Forecast  
Italy Blood Banks Infectious Disease Diagnostics Market Forecast  
Italy Commercial/Private Laboratories Infectious Disease Diagnostics Market Forecast  
Italy HIV or HIV I/HIVII Test Volume and Diagnostics Sales Forecast by Market  
Segment  
Italy HIVAg Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Western Blot/Other Confirmatory Test Volume and Diagnostics Sales Forecast by  
Market Segment  
Italy Adenovirus Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Aeromonads Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy BEA Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Blastocystis Hominis Test Volume and Diagnostics Sales Forecast by Market  
Segment  
Italy Campylobacter Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Candida Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Chancroid Test Volume and Diagnostics Sales Forecast by Market Segment

Italy Chlamydia Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Clostridium Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Coxsackievirus Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Cryptosporidium Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Cyclospora Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy CMV Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy E. Coli Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Echovirus Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Ecephalitis Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Enterovirus Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy EBV Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Giardia Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Gonorrhoea Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Granuloma Inguinale Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Helicobacter Pylori Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy HAV NAT Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy HBV NAT Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy HBsAg Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Hepatitis C Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Anti-HBC Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Anti-HBS Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Anti-HAV Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Hepatitis Delta Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy HBcAg Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy HBeAg Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy ALT/SGPT Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Herpes Simplex I and II Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Herpes Type VI Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy HTLV I or HTLV I/HTLV II Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Influenza Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Legionella Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Lyme Disease Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Lymphogranuloma Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Malaria Test Volume and Diagnostics Sales Forecast by Market Segment



Italy Measles Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Meningitis Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Microsporidium Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Mononucleosis Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Mumps Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Mycoplasma Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Papilloma Virus Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy ParvoVirus B19 Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Pneumonia Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Polyoma Viruses Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Pseudomonas Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Rabies Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy RSV Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Rhinovirus Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Rotavirus Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Rubella Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Salmonella Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Septicemia Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Shigella Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Staphylococci Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Streptococci Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Syphilis Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Toxoplasmosis Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Trichomonas Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Tuberculosis Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Vibrio Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy West Nile Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Yersinia Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy AIDS Testing Market Diagnostics Sales by Major Supplier  
Italy Campylobacter Testing Market Diagnostics Sales by Major Supplier  
Italy Candida Testing Market Diagnostics Sales by Major Supplier  
Italy CMV Testing Market Diagnostics Sales by Major Supplier  
Italy Gonorrhoea Testing Market Diagnostics Sales by Major Supplier  
Italy Hepatitis Testing Market Diagnostics Sales by Major Supplier  
Italy Hepatitis C Testing Market Diagnostics Sales by Major Supplier  
Italy Herpes Testing Market Diagnostics Sales by Major Supplier  
Italy Influenza Testing Market Diagnostics Sales by Major Supplier  
Italy Meningitis Testing Market Diagnostics Sales by Major Supplier  
Italy Mononucleosis Testing Market Diagnostics Sales by Major Supplier

Italy Mycoplasma Testing Market Diagnostics Sales by Major Supplier  
Italy RSV Testing Market Diagnostics Sales by Major Supplier  
Italy Rheumatoid Arthritis Testing Market Diagnostics Sales by Major Supplier  
Italy Rotavirus Testing Market Diagnostics Sales by Major Supplier  
Italy Rubella Testing Market Diagnostics Sales by Major Supplier  
Italy Septicemia Testing Market Diagnostics Sales by Major Supplier  
Italy Streptococci Testing Market Diagnostics Sales by Major Supplier  
Italy Toxoplasmosis Testing Market Diagnostics Sales by Major Supplier  
Italy Trichomonas Testing Market Diagnostics Sales by Major Supplier  
Italy Tuberculosis Testing Market Diagnostics Sales by Major Supplier

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