

Future Horizons and Growth Strategies in the Italian Respiratory Diseases Diagnostic Testing Market 2015: Supplier Shares and Country Forecasts

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Abstracts

ABOUT THIS REPORT

This new 281-page report from VPGMarketResearch.com presents detailed analysis of the Italian Respiratory Diseases market, including sales forecasts and supplier shares for Adenovirus, Influenza, Legionella, Mononucleosis, Mycoplasma, Pneumonia, RSV and Tuberculosis. The report provides test volume and sales projections for Hospitals and Commercial/Private Labs.

In addition to market share and sales forecasts, the report:

Examines market applications of Molecular Diagnostics, Monoclonal Antibodies, Immunoassays, IT and other emerging technologies;

Reviews features and operating characteristics of major analyzers used for microbiology testing;

Profiles key suppliers and potential market entrants developing innovative technologies and products; and

Analyzes emerging opportunities, alternative market penetration strategies, market entry barriers/risks, and strategic planning issues.

METHODOLOGY

The report is based on a combination of primary and secondary information sources, including interviews with laboratory directors, and executives of leading diagnostics companies and start-up firms developing innovative products.

In addition to primary sources of information, a comprehensive review of the most recent technical and business publications, manufacturer product and financial literature, as well as Venture Planning Group's proprietary data files was conducted.

Contains 281 pages and 21 tables

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Becton Dickinson
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Bio-Rad
Cepheid
Diamedix
DiaSorin
Eiken Chemical
Elitech Group
Enzo Biochem
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Lonza
Ortho-Clinical Diagnostics
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