

# **Future Horizons and Growth Strategies in the Italian Sexually-Transmitted Diseases (STD) Diagnostic Testing Market 2015: Supplier Shares and Country Forecasts**

<https://marketpublishers.com/r/2C2549B404FEN.html>

Date: June 2015

Pages: 280

Price: US\$ 1,560.00 (Single User License)

ID: 2C2549B404FEN

## **Abstracts**

### **ABOUT THIS REPORT**

This new 280-pages report from VPGMarketResearch.com presents detailed analysis of the Italian STD market, including sales forecasts and supplier shares for Chancroid, Chlamydia, Gonorrhea, Herpes (I/II, VI), Papillomavirus (Pap Smear, HPV), and Syphilis. 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 STD 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 280 pages and 14 tables

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Affymetrix

Beckman Coulter/Danaher

Becton Dickinson

bioMerieux

Bio-Rad

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