

Future Horizons and Growth Strategies in the US Point-of-Care/POC Lipid Testing Market 2015: Supplier Shares and Country Forecasts

<https://marketpublishers.com/r/2146AF129E8EN.html>

Date: June 2015

Pages: 305

Price: US\$ 2,320.00 (Single User License)

ID: 2146AF129E8EN

Abstracts

This new 305-page report from VPGMarketResearch contains 22 tables, and provides a comprehensive analysis of the POC lipid testing market, including trends, dynamics, size, growth, regulatory requirements, technological trends, competitive landscape, and emerging opportunities for instrument and consumable suppliers. This report will help diagnostic product suppliers develop effective business, R&D and marketing strategies for the global POC lipid testing market.

Rationale

The growing economic pressures on hospitals, coupled with advances in diagnostic technologies, intensifying competition among suppliers and physicians, and changing consumer demands are shifting diagnostic testing from hospitals and commercial laboratories closer to the patient.

Market Segmentation Analysis

Review of three POC market segments, including their dynamics, trends, structure, size, growth and major suppliers. - Five-year test volume and reagent sales forecasts for lipid tests by market segment: - Physician Offices/Group Practices - Emergency Rooms - Ambulatory Care Centers

Competitive Assessments

Assessments of major POC suppliers and emerging market entrants, including their sales, product portfolios, marketing tactics, joint ventures, and new products in R&D.

Strategic Recommendations- Specific opportunities for new instruments and reagent systems with potentially significant market appeal during the next five years. - Design criteria for POC testing products. - Alternative business expansion strategies. - Potential market entry barriers and risks.

Methodology

This report is based on a combination of primary and secondary sources of information, including review of the latest technical and business publications, manufacturer product literature, industry analyst reports, and Venture Planning Group's proprietary data files.

Contains 305 pages and 22 tables

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Abbott

Alfa Wassermann

Awareness Technologies

Beckman Coulter/Danaher

bioMerieux

Carolina Chemistries

Horiba

Inverness

Medica

Nova Biomedical

Ortho-Clinical Diagnostics

Polimedco

Randox

Roche

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Abbott
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Agilent Technologies
Axis-Shield
Beckman Coulter/Danaher
Becton Dickinson
Bio/Data
Biomerieux
Bio-Rad
Biosite/Inverness/Alere
Cepheid
Chrono-Log
Corgenix
Decode
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Diagnocure
Diagnostica Stago/Trinity Biotech
Diamedix
Diasorin
Eiken Chemical
EKF Diagnostics
Fujirebio/Innogenetics
Helena Laboratories

Hologic/Gen-Probe
Horiba
Instrumentation Laboratory
International Technidyne/Nexus DX
Kreatech
Kyowa Medex
Life Technologies
Lonza
Mackay Life Sciences
Matritech
Nihon Kohden
Ortho-Clinical Diagnostics
Polartech
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