

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

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## **Abstracts**

### **ABOUT THIS REPORT**

This new 280-page report from VPGMarketResearch.com presents detailed analysis of the US 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, Commercial, Physician Offices, and Public Health 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 18 tables

## Contents

### I. INTRODUCTION

### II. WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW

#### A. Major Infectious Disease Tests

##### 1. Chancroid

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

##### 2. Chlamydia

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

##### 3. Gonorrhea

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

##### 4. Herpes Simplex Virus

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

#### Human Herpes Virus-6 (HHV-6)

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

##### 5. Papillomavirus (HPV)

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

##### 6. Syphilis

- 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

## **IX. USA: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES**

### **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

Elitech Group

Enzo Biochem

Fujirebio

Grifols

Hologic/Gen-Probe

ID Biomedical

Innogenetics/Solvay

Kreatech/Leica

Lonza

Ortho-Clinical Diagnostics

Qiagen

Roche

Scienion

Sequenom

SeraCare

Siemens

Takara Bio

Thermo Fisher

Wallac

Wako

USA Sexually-Transmitted Diseases Market Outlook and Opportunities

## List Of Tables

### LIST OF TABLES

Major Companies Developing or Marketing Chlamydia Tests  
Major Companies Developing or Marketing Gonorrhea Tests  
Major Companies Developing or Marketing Herpes Tests  
Major Companies Developing or Marketing Pap Smear/HPV Tests  
Major Companies Developing or Marketing Syphilis Tests  
U.S.A. Chancroid Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Chancroid Diagnostics Sales by Major Supplier  
U.S.A. Chlamydia Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Chlamydia Diagnostics Sales by Major Supplier  
U.S.A. Gonorrhea Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Gonorrhea Testing Market Diagnostics Sales by Major Supplier  
U.S.A. Herpes Simplex I and II Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Herpes Type VI Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Herpes Testing Market Diagnostics Sales by Major Supplier  
U.S.A. PAP Smear Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Papillomavirus (HPV) Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Syphilis Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Syphilis Testing Market Diagnostics Sales by Major Supplier

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