

2015-2019 Emerging Opportunities in the Herpes Markers Diagnostic Testing Market

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Abstracts

The report presents a detailed analysis of the Herpes diagnostics market in the US, Europe, (France, Germany, Italy, Spain, UK) and Japan. Current scientific views on the Herpes definition, epidemiology and etiology are reviewed.

The report provides the 5-year test volume and sales forecasts by country for Herpes Simplex I/II and Herpes Type VI testing for the following markets:

Hospitals

Commercial/Private Labs

Physician Offices

Public Health Labs

For each country, in addition to test volume and sales projections, the report presents sales and market share estimates for major suppliers of Hepatitis tests.

Also, the report examines the market applications of DNA Probes, Monoclonal Antibodies, Immunoassays, IT and other technologies; reviews features and operating characteristics of automated analyzers; profiles leading suppliers and recent market entrants developing innovative technologies and products; and identifies emerging business expansion opportunities, alternative market penetration strategies, market entry barriers and risks, and strategic planning issues and concerns. Contains 241 pages and 22 tables

Contents

I. INTRODUCTION

II. HERPES WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW

A. Herpes Simplex Virus

1. BACKGROUND
2. DIAGNOSTIC TESTS
3. VACCINES AND DRUGS

B. Human Herpes Virus-6

1. BACKGROUND
HIV-6 INFECTIONS
2. DIAGNOSTIC TESTS
3. VACCINES AND DRUGS

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

D. 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

III. FRANCE: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES

IV. GERMANY: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES

V. ITALY: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND

MARKET SHARES

VI. JAPAN: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES

VII. SPAIN: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES

VIII. UK: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES

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

X. 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

XI. 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

XII. 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 Herpes Tests
France Herpes Simplex I and II Test Volume and Diagnostics Sales Forecast by Market Segment
France Herpes Type VI Test Volume and Diagnostics Sales Forecast by Market Segment
France Herpes Testing Market Diagnostics Sales by Major Supplier
Germany Herpes Simplex I and II Test Volume and Diagnostics Sales Forecast by Market Segment
Germany Herpes Type VI Test Volume and Diagnostics Sales Forecast by Market Segment
Germany Herpes Testing Market Diagnostics Sales by Major Supplier
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
Japan Herpes Simplex I and II Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Herpes Type VI Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Herpes Testing Market Diagnostics Sales by Major Supplier
Spain Herpes Simplex I and II Test Volume and Diagnostics Sales Forecast by Market Segment
Spain Herpes Type VI Test Volume and Diagnostics Sales Forecast by Market Segment
Spain Herpes Testing Market Diagnostics Sales by Major Supplier
U.K. Herpes Simplex I and II Test Volume and Diagnostics Sales Forecast by Market Segment
U.K. Herpes Type VI Test Volume and Diagnostics Sales Forecast by Market Segment
U.K. Herpes 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

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