

# 2015-2019 Emerging Opportunities in the Italian Sexually - Transmitted Diseases (STD) Diagnostic Testing Market

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## 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, Gonorrhoea, 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 VPGMarketResearch.com's proprietary data files was conducted.

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