

# 2015-2019 Future Horizons and Growth Strategies in the European Nucleic Acid Testing Market: Supplier Shares and Country Forecasts

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## Abstracts

This comprehensive five-country report is designed to help current suppliers and potential market entrants identify and evaluate major business opportunities emerging in the molecular diagnostics market during the next five years. The report explores business and technological trends in major European countries (France, Germany, Italy, Spain, UK); provides 5-year test volume/sales forecasts; estimates shares of leading competitors; compares features of major analyzers; profiles leading market players; and identifies specific product and business opportunities facing instrument and consumable suppliers during the next five years.

The \$4.5 billion molecular diagnostics market is unquestionably the most rapidly growing segment of the in vitro diagnostics industry. The next five years will witness significant developments in reagent systems and automation, as well as introduction of a wide range of new products that will require innovative marketing approaches. The rate of market penetration into routine clinical laboratories, however, will depend on the introduction of cost-effective and automated systems with amplification methods.

In order to successfully capitalize on the opportunities presented by the molecular diagnostics market, many companies are already exploiting new technologies as corporate strategic assets, managed in support of business and marketing strategies. Integrating new technology planning with business and corporate strategies will be one of the most challenging tasks for diagnostics companies during the next five years.

Contains 1,273 pages and 139 tables

## Contents

### **I. INTRODUCTION**

### **II. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES**

- A. Instrumentation
- B. Reagent Kits and Test Systems/panels
- C. Computers, Software and Automation
- D. Auxiliary Products

### **III. DESIGN CRITERIA FOR DECENTRALIZED TESTING PRODUCTS**

### **IV. ALTERNATIVE MARKET PENETRATION STRATEGIES**

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts
- D. Distribution Strategies For Decentralized Testing Markets

### **V. 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

### **VI. WORLDWIDE MARKET AND TECHNOLOGY REVIEW**

- A. DNA Sequencing
  - 1. Introduction
  - 2. Sequencing Methods
  - 3. Autoradiography
  - 4. The Human Genome Project
  - 5. Sequencing Automation
  - 6. Image Scanners

7. Fluorescent Detection
  8. Gene Profiling
  9. Gene Expression
  10. Polymorphism Screening
  11. Protein Interaction Networks
- B. DNA and RNA Probe Technologies**
1. Basic Principles
  2. Probe Preparation
  3. The DNA Probe Test
  4. Test Formats
  5. Labeling Techniques
  6. Amplification Methods
- C. Detection Technologies**
1. Radioactive Methods
    - a. Overview
    - b. Major Isotopes
      - P-32
      - S-35
      - H-3
      - I-125
  2. Non-Isotopic Methods
    - a. Enzymatic Labels
    - b. Chemical Labeling
      - Indirect Chemical Labeling
      - Direct Chemical Labeling
    - c. Fluorescence
    - d. Chemiluminescence
    - e. Electrical Conductivity
- D. Molecular Diagnostic Instrumentation Review**
1. Abbott LCx
  2. Beckman Coulter/Biomek FK
  3. BD Viper System with XTR Technology
  4. BD Innova
  5. Becton Dickinson SDA
  6. bioMerieux NucliSENS easyMAG
  7. bioMerieux NucliSENS easyQ and MiniMAG
  8. Bio-Rad GeneScope
  9. Cepheid GeneXpert
  10. Curetis Unyvero

11. GenMark Dx eSensor XT-8
  12. Hologic/Gen-Probe Panther
  13. Hologic/Gen-Probe Tigris/DTS
  14. HTG Molecular Edge
  15. Life Technologies QuantStudio Dx
  16. Qiagen QIASymphony RGQ
  17. Roche Cobas Amplicor
  18. Roche Cobas TaqMan
  19. Roche Cobas TaqMan
  20. Roche Cobas TaqMan AmpliPrep
  21. Roche LighCycler
  22. Roche Cobas 4800
  23. Roche Cobas s
  24. Siemens Versant
  25. Tecan LS Series
- E. Biochips: Genosensors, Microarrays, and Labs-on-the-Chip
- Liquid Transportation and Mixing
  - Separation
  - Reaction
  - Detection
- F. Pharmacogenomics
- G. Major Applications
1. Microbiology/Infectious Diseases
    - a. Overview
    - b. Major Infectious Diseases
      - AIDS: HIV/HIV-1/2/Combo, HIVAg/HIV NAT, Western Blot, HTLV-I/II
      - Adenovirus
      - Aeromonas
      - Anthrax/Bacillus Anthracis
      - Arboviruses
      - Babesiosis
      - Bacillary Epithelioid Angiomatosis (BEA) and Other Bartonella (Rochalimaea)
      - Blastocystis Hominis
      - Brucella
      - Campylobacter
      - Candida
      - Chagas Disease
      - Chancroid
      - Chlamydia

Clostridium Difficile  
Coronaviruses  
Coxsackieviruses  
Creutzfeldt-Jakob's Disease  
Cryptosporidium Parvum  
Cyclospora Cayetanensis  
Cytomegalovirus  
Ebola Virus  
E. Coli  
EchoVirus  
Encephalitis  
Enteroviruses  
Epstein-Barr Virus  
Giardia Lamblia  
Gonorrhea  
Granuloma Inguinale  
Hantavirus  
Helicobacter Pylori  
Hepatitis: HAV NAT, HBV NAT, HBs Ag, HCV, HCV NAT, Anti-HBc, Anti-HBs, Anti-HAV, Hepatitis Delta, HBc Ag, HBe Ag, ALT/SGPT  
Herpes Simplex Virus  
Human Herpes Virus-6 (HHV-6)  
Influenza Viruses  
Legionella  
Lyme Disease  
Lymphogranuloma Venereum (LGV)  
Malaria  
Measles (Rubeola)  
Meningitis  
Microsporidium  
Mononucleosis  
Mumps  
Mycoplasma  
Papillomaviruses  
Parvovirus B19  
Pneumonia  
Polyomaviruses  
Pseudomonas Aeruginosa  
Rabies

- Respiratory Syncytial Virus (RSV)
- Rhinoviruses
- Rotavirus
- Rubella
- Salmonellosis
- Septicemia
- Shigellosis
- Staphylococcus Aureus
- Streptococci
- Syphilis
- Toxoplasmosis
- Trichomonas Vaginalis
- Tuberculosis
- Vibrio
- West Nile Virus
- Yersina
- 2. Cancer Testing
  - a. Overview
  - b. Major Cancer Types
    - Prostate
    - Lung
    - Colon and Rectum
    - Breast
    - Skin
    - Uterine
    - Leukemia
    - Oral
  - c. Oncogenes
    - Abl/abl-bcr
    - AIB1
    - BCL-2
    - BRCA1
    - CD44
    - C-fos
    - C-myb
    - C-myc
    - CYP17
    - Erb-B
    - HPC1

N-myc

P40

P51

P53

PIK3CA

PTI-1

Ras

Reg

Sis

Src

### 3. Genetic Diseases

a. Overview

b. Nucleic Acid Amplification

c. Chromosome Imaging

d. Genomics Technologies

e. Proteomics Technologies

f. Current Pharmacogenomic Tests

g. Future Pharmacogenomic Testing

h. Major Diseases

Achondroplasia

Autosomal Dominant Polycystic Kidney Disease

Cancer

Cosmetogenomics

Cystic Fibrosis

Down's Syndrome

Duchenne and Becker Muscular Dystrophy

Factor V (Leiden)

Factor IX Deficiency

Fragile X Syndrome

Heart Disease

Hemochromatosis

Hemophilia

Huntington's Disease

Maternal-Fetal Incompatibility

Multiple Endocrine Neoplasia

Phenylketonuria (PKU)

Polycystic Kidney Disease (PKD)

Prenatal Screening

Retinitis Pigmentosa

- Retinoblastoma
- Sickle Cell Anemia
- Spinal Muscular Atrophy
- Vitamin B12 Metabolism
- i. Social Issues and Concerns
- 4. Forensic Testing
  - a. Overview
  - b. Multilocus and Single Locus Probes
    - Multilocus Probes
    - Single Locus Probes
    - PCR and RFLP
  - c. The FBI
  - d. DNA Profile Data Banks
    - U.S.A.
    - U.K.
  - e. Judicial Implementation
  - f. Major Crime Categories
  - g. Factors Contributing to the DNA Probe Market Expansion
    - Technology Availability
    - Use of Hair as Evidence
  - h. Wildlife Forensics
- 5. Paternity Testing/HLA Typing
- 6. Other Applications
  - a. Disease Susceptibility Testing
  - b. Cardiovascular Diseases
  - c. Diabetes
  - d. Alzheimer's Disease
  - e. Periodontal Disease
  - f. Plasma Purification
  - g. Organ Transplantation
  - h. Water Contamination
  - i. Other
- H. Competing/complementing
  - 1. Monoclonal Antibodies/Immunoassays
  - 2. RNA Probes
  - 3. Two-Dimensional Electrophoresis
  - 4. Flow Cytometry

## **VII. FRANCE MOLECULAR DIAGNOSTICS MARKET**



- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

## **VIII. GERMANY MOLECULAR DIAGNOSTICS MARKET**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

## **IX. ITALY MOLECULAR DIAGNOSTICS MARKET**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

## **X. SPAIN MOLECULAR DIAGNOSTICS MARKET**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

## **XI. U.K. MOLECULAR DIAGNOSTICS MARKET**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

## **XII. COMPETITIVE ASSESSMENTS**

Abbott  
Affymetrix  
Agilent Technologies  
Applied Gene Technologies  
Arca Biopharma  
Beckman Coulter/Danaher  
Becton Dickinson  
Biokit  
BioMerieux  
Bio-Rad  
Biotest  
Cepheid  
CellMark Forensics/LabCorp  
Decode Genetics  
Diadexus  
Eiken  
Elitech Group  
Enzo  
Exact Sciences  
Fujirebio  
Grifols  
Hologic/Gen-Probe  
Illumina  
Kreatech/Leica  
Li-Cor Biosciences  
Monogram Biosciences/LabCorp  
Myriad Genetics  
Ortho-Clinical Diagnostics  
Perkin Elmer/Caliper  
Proteome Sciences  
Qiagen  
Roche  
Scienion  
Sequenom  
Shimadzu  
Siemens  
Sierra Molecular

Takara Bio  
Tecan Group  
Thermo Fisher

### **XIII. APPENDIX: MAJOR UNIVERSITIES AND RESEARCH CENTERS DEVELOPING MOLECULAR DIAGNOSTIC TECHNOLOGIES**

## List Of Tables

### LIST OF TABLES

Major Companies Developing or Marketing AIDS Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Adenovirus Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Bartonella Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Campylobacter Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Candida Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Chlamydia Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Clostridium Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Coronavirus Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Cryptosporidium Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing CMV Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Echovirus Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Enterovirus Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing EBV Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Giardia Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Gonorrhoea Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Hantavirus Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Helicobacter Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Hepatitis Molecular Diagnostic and Other

Direct Identification Tests

Major Companies Developing or Marketing Herpes Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Influenza Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Legionella Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Lyme Disease Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Measles Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Meningitis Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Mononucleosis Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Mumps Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Mycoplasma Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Pneumonia Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing RSV Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Rotavirus Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Rubella Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Salmonella Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Septicemia Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Shigella Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Streptococci Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Syphilis Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Toxoplasmosis Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Trichomonas Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Tuberculosis Molecular Diagnostic and Other Direct Identification Tests

Oncogenes Potential Application in Cancer Diagnosis

Major Companies Developing or Marketing Cancer Molecular Diagnostic Tests

Major Companies Developing or Marketing Molecular Diagnostic Tests For Genetic Diseases

France Molecular Diagnostics Test Volume And Sales By Major Application

France Laboratories Performing DNA Sequencing By Market Segment

France Molecular Diagnostics Market Potential Laboratory Universe by Market Segment

France Molecular Diagnostics Test Volume By Major Application

France Major Infectious Disease Test Volume by Assay

France Major Infectious Disease Test Volume by Method

France Molecular Diagnostics Market By Major Application

France Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers

France Major Infectious Disease Diagnostics Market by Assay

France AIDS Testing Market Estimated Sales by Major Supplier

France Adenovirus Testing Market Estimated Sales by Major Supplier

France Chlamydia Testing Market Estimated Sales by Major Supplier

France CMV Testing Market Estimated Sales by Major Supplier

France Gonorrhoea Testing Market Estimated Sales by Major Supplier

France Hepatitis Testing Market Estimated Sales by Major Supplier

France Hepatitis C Testing Market Estimated Sales by Major Supplier

France HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier

France Herpes Testing Market Estimated Sales by Major Supplier

France Influenza Testing Market Estimated Sales by Major Supplier

France Meningitis Testing Market Estimated Sales by Major Supplier

France Mycoplasma Testing Market Estimated Sales by Major Supplier

France RSV Testing Market Estimated Sales by Major Supplier

France Shigella Testing Market Estimated Sales by Major Supplier

Germany Molecular Diagnostics Test Volume And Sales By Major Application

Germany Laboratories Performing DNA Sequencing By Market Segment

Germany Molecular Diagnostics Market Potential Laboratory Universe by Market Segment

Germany Molecular Diagnostics Test Volume By Major Application

Germany Major Infectious Disease Test Volume by Assay

Germany Major Infectious Disease Test Volume by Method

Germany Molecular Diagnostics Market By Major Application  
Germany Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers  
Germany Major Infectious Disease Diagnostics Market by Assay  
Germany AIDS Testing Market Estimated Sales by Major Supplier  
Germany CMV Testing Market Estimated Sales by Major Supplier  
Germany EBV Testing Market Estimated Sales by Major Supplier  
Germany Gonorrhoea Testing Market Estimated Sales by Major Supplier  
Germany Hepatitis Testing Market Estimated Sales by Major Supplier  
Germany Hepatitis C Testing Market Estimated Sales by Major Supplier  
Germany HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier  
Germany Herpes Testing Market Estimated Sales by Major Supplier  
Germany Influenza Testing Market Estimated Sales by Major Supplier  
Germany Meningitis Testing Market Estimated Sales by Major Supplier  
Germany Mycoplasma Testing Market Estimated Sales by Major Supplier  
Germany Pneumonia Testing Market Estimated Sales by Major Supplier  
Germany RSV Testing Market Estimated Sales by Major Supplier  
Germany Rotavirus Testing Market Estimated Sales by Major Supplier  
Italy Molecular Diagnostics Test Volume And Sales By Major Application  
Italy Laboratories Performing DNA Sequencing By Market Segment  
Italy Molecular Diagnostics Market Potential Laboratory Universe by Market Segment  
Italy Molecular Diagnostics Test Volume By Major Application  
Italy Major Infectious Disease Test Volume by Assay  
Italy Major Infectious Disease Test Volume by Method  
Italy Molecular Diagnostics Market By Major Application  
Italy Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers  
Italy Major Infectious Disease Diagnostics Market by Assay  
Italy AIDS Testing Market Estimated Sales by Major Supplier  
Italy CMV Testing Market Estimated Sales by Major Supplier  
Italy Gonorrhoea Testing Market Estimated Sales by Major Supplier  
Italy Hepatitis Testing Market Estimated Sales by Major Supplier  
Italy Hepatitis C Testing Market Estimated Sales by Major Supplier  
Italy HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier  
Italy Herpes Testing Market Estimated Sales by Major Supplier  
Italy Influenza Testing Market Estimated Sales by Major Supplier  
Italy Meningitis Testing Market Estimated Sales by Major Supplier  
Italy Mycoplasma Testing Market Estimated Sales by Major Supplier  
Italy RSV Testing Market Estimated Sales by Major Supplier



Spain Molecular Diagnostics Test Volume And Sales By Major Application  
Spain Laboratories Performing DNA Sequencing By Market Segment  
Spain Molecular Diagnostics Market Potential Laboratory Universe by Market Segment  
Spain Molecular Diagnostics Test Volume By Major Application  
Spain Major Infectious Disease Test Volume by Assay  
Spain Major Infectious Disease Test Volume by Method  
Spain Molecular Diagnostics Market By Major Application  
Spain Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers  
Spain Major Infectious Disease Diagnostics Market by Assay  
Spain AIDS Testing Market Estimated Sales by Major Supplier  
Spain Chlamydia Testing Market Estimated Sales by Major Supplier  
Spain CMV Testing Market Estimated Sales by Major Supplier  
Spain Gonorrhoea Testing Market Estimated Sales by Major Supplier  
Spain Hepatitis Testing Market Estimated Sales by Major Supplier  
Spain Hepatitis C Testing Market Estimated Sales by Major Supplier  
Spain HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier  
Spain Herpes Testing Market Estimated Sales by Major Supplier  
Spain Influenza Testing Market Estimated Sales by Major Supplier  
Spain Meningitis Testing Market Estimated Sales by Major Supplier  
Spain Mycoplasma Testing Market Estimated Sales by Major Supplier  
U.K. Molecular Diagnostics Test Volume And Sales By Major Application  
U.K. Laboratories Performing DNA Sequencing By Market Segment  
U.K. Molecular Diagnostics Market Potential Laboratory Universe by Market Segment  
U.K. Molecular Diagnostics Test Volume By Major Application  
U.K. Major Infectious Disease Test Volume by Assay  
U.K. Major Infectious Disease Test Volume by Method  
U.K. Molecular Diagnostics Market By Major Application  
U.K. Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers  
U.K. Major Infectious Disease Diagnostics Market by Assay  
U.K. AIDS Testing Market Estimated Sales by Major Supplier  
U.K. Gonorrhoea Testing Market Estimated Sales by Major Supplier  
U.K. Hepatitis Testing Market Estimated Sales by Major Supplier  
U.K. Hepatitis C Testing Market Estimated Sales by Major Supplier  
U.K. HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier  
U.K. Influenza Testing Market Estimated Sales by Major Supplier  
U.K. Mycoplasma Testing Market Estimated Sales by Major Supplier  
U.K. Pneumonia Testing Market Estimated Sales by Major Supplier



## U.K. Shigella Testing Market Estimated Sales by Major Supplier

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