

# 2015-2019 Future Horizons and Growth Strategies in the French Microbiology Testing Market: Supplier Shares and Country Forecasts

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## Abstracts

Complete report \$6,700. DataPack (test volumes, sales forecasts, supplier shares) \$4,300.

“2015-2019 Future Horizons and Growth Strategies in the French Microbiology Testing Market” is a new strategic analysis of major business opportunities emerging in the infectious disease testing market during the next five years. The report examines key French market trends; reviews current and emerging assays; analyzes potential applications of innovative diagnostic technologies; forecasts volume and sales for over 100 infectious disease tests by assay, and market segment; provides test volume estimates by method (molecular, serology/immunodiagnosics, culture/microscopy); profiles leading players and potential market entrants; and suggests alternative business expansion strategies for suppliers.

## RATIONALE

This comprehensive report will assist diagnostics industry executives, as well as companies planning to diversify into the dynamic and rapidly expanding microbiology testing market, in evaluating emerging opportunities and developing effective business strategies.

Microbiology testing is one of the most rapidly growing segments of the in vitro diagnostics industry, and the greatest challenge facing suppliers during this decade. Among the main driving forces is continuing spread of AIDS, which remains the world's major health threat and a key factor contributing to the rise of opportunistic infections; threat of bioterrorism; advances in molecular diagnostic technologies; and a wider

availability of immunosuppressive drugs.

Although for some infections the etiology is still a mystery, while for others the causative microorganisms are present in minute concentrations long before the occurrence of first clinical symptoms, recent advances in genetic engineering and detection technologies are creating exciting opportunities for highly sensitive, specific and cost-effective products.

### Opportunities and Strategic Recommendations

Emerging opportunities for new instrumentation, reagents kits, IT and other products with significant market appeal during the next five years.

Design criteria for decentralized testing products.

Alternative market penetration strategies.

Potential market entry barriers and risks.

### Infectious Diseases Analyzed in the Report

AIDS/HIV, Adenovirus, Aeromonads, Bartonella, Blastocystis Hominis, Campylobacter, Candida, Chancroid, Chlamydia, Clostridium, Coronavirus, Coxsackievirus, Cryptosporidium, Cyclospora, CMV, E. Coli, Echovirus, Encephalitis, Enterovirus, EBV, Giardia, Gonorrhoea, Granuloma Inguinale, Hantavirus, H. Pylori, Hepatitis, Herpes Influenza, Legionella, Lyme Disease, Lymphogranuloma, Malaria, Measles, Meningitis, Microsporidium, Mononucleosis, Mumps, Mycoplasma, HPV, Parvovirus, Pneumonia, Polyomaviruses, Pseudomonas, Rabies, RSV, Rhinovirus, Rotavirus, Rubella, Salmonella, Septicemia, Shigella, Staphylococci, Streptococci, Syphilis, Toxoplasmosis, Trichomonas, TB, Vibrio, West Nile, Yersinia.

### **MARKET SEGMENTATION ANALYSIS**

Sales and market shares of major suppliers by individual test.

Volume and sales forecasts for over 100 infectious disease assays by individual test and market segment:

Hospitals

Blood Banks

Commercial/Private Laboratories

Test volume estimates by method (molecular, serology/immunodiagnosics, culture/microscopy).

Review of the market dynamics, trends, structure, size, growth and major suppliers.

## **CURRENT AND EMERGING PRODUCTS**

In-depth examination of over 100 major diseases, including their etiology, current diagnostic tests, vaccines, drugs and market needs.

Review of major analyzers used for infectious disease testing, including their operating characteristics, features and selling prices.

## **TECHNOLOGY REVIEW**

Assessment of molecular diagnostic, monoclonal antibody, immunoassay, and other technologies and their potential applications for infectious disease testing.

Global listings of companies developing or marketing infectious disease diagnostic products by individual test.

## **COMPETITIVE ASSESSMENTS**

Strategic assessments of major suppliers and emerging market entrants, including their sales, product portfolios, marketing tactics, collaborative arrangements and new products in R&D.

Contains 890 pages and 160 tables

## Contents

### **I. INTRODUCTION**

### **II. WORLDWIDE MARKET OVERVIEW**

- A. Business Environment
- B. Market Structure
- C. Market Size and Growth

### **III. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES**

- A. Instrumentation
- B. Reagent Kits and Test Systems/Panels
- C. Information Technology
- D. Auxiliary Products

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

### **V. ALTERNATIVE MARKET PENETRATION STRATEGIES**

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

### **VI. 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

### **VII. WORLDWIDE OVERVIEW OF MAJOR TESTS, TECHNOLOGIES, AND INSTRUMENTATION**

## A. Major Infectious Disease Tests

1. AIDS: HIV/HIV-1/2/Combo, HIVAg/HIV NAT, Western Blot, HTLV-I/II
2. Adenovirus
3. Aeromonas
4. Anthrax/Bacillus Anthracis
5. Arboviruses
6. Babesiosis
7. Bacillary Epithelioid Angiomatosis (BEA) and Other Bartonella (Rochalimaea)
8. Blastocystis Hominis
9. Brucella
10. Campylobacter
11. Candida
12. Chagas Disease
13. Chancroid
14. Chlamydia
15. Clostridium Difficile
16. Coronaviruses
17. Coxsackieviruses
18. Creutzfeldt-Jakob's Disease
19. Cryptosporidium Parvum
20. Cyclospora Cayetanensis
21. Cytomegalovirus
22. Ebola Virus
23. E. Coli
24. EchoVirus
25. Encephalitis
26. Enteroviruses
27. Epstein-Barr Virus
28. Giardia Lamblia
29. Gonorrhoea
30. Granuloma Inguinale
31. Hantavirus
32. Helicobacter Pylori
33. Hepatitis: HAV NAT, HBV NAT, HBs Ag, HCV, HCV NAT, Anti-HBc, Anti-HBs, Anti-HAV, Hepatitis Delta, HBc Ag, HBe Ag, ALT/SGPT
34. Herpes Simplex Virus
35. Human Herpes Virus-6 (HHV-6)
36. Influenza Viruses
37. Legionella

38. Lyme Disease
39. Lymphogranuloma Venereum (LGV)
40. Malaria
41. Measles (Rubeola)
42. Meningitis
43. Microsporidium
44. Mononucleosis
45. Mumps
46. Mycoplasma
47. Papillomaviruses
48. Parvovirus B19
49. Pneumonia
50. Polyomaviruses
51. Pseudomonas Aeruginosa
52. Rabies
53. Respiratory Syncytial Virus (RSV)
54. Rhinoviruses
55. Rotavirus
56. Rubella
57. Salmonellosis
58. Septicemia
59. Shigellosis
60. Staphylococcus Aureus
61. Streptococci
62. Syphilis
63. Toxoplasmosis
64. Trichomonas Vaginalis
65. Tuberculosis
66. Vibrio
67. West Nile Virus
68. Yersina

B. Instrumentation Review: Operating Characteristics, Features and Selling Prices of Leading Infectious Disease Automated and Semiautomated Analyzers

C. Emerging Infectious Disease 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. Others

## **VIII. FRANCE INFECTIOUS DISEASE TESTING MARKET**

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

## **IX. COMPETITIVE ASSESSMENTS**

Abbott  
Affymetrix  
Beckman Coulter/Danaher  
Becton Dickinson  
bioMerieux  
Bio-Rad  
Cepheid  
Diamedix/Erba  
DiaSorin  
Eiken Chemical  
Elitech Group  
Enzo Biochem  
Fujirebio  
Grifols  
Hologic/Gen-Probe  
ID Biomedical/GSK  
Kreatech/Leica  
Lonza  
Ortho-Clinical Diagnostics  
Qiagen  
Roche

Scienion  
Sequenom  
SeraCare  
Siemens  
Takara Bio  
Thermo Fisher  
Wallac/PE  
Wako



## List Of Tables

### LIST OF TABLES

Major Companies Developing or Marketing AIDS Tests  
Major Companies Developing or Marketing Adenovirus Tests  
Major Companies Developing or Marketing Bartonella Tests  
Major Companies Developing or Marketing Campylobacter Tests  
Major Companies Developing or Marketing Candida Tests  
Major Companies Developing or Marketing Chlamydia Tests  
Major Companies Developing or Marketing Clostridium Tests  
Major Companies Developing or Marketing Coronavirus Tests  
Major Companies Developing or Marketing Cryptosporidium Tests  
Major Companies Developing or Marketing CMV Tests  
Major Companies Developing or Marketing Echovirus Tests  
Major Companies Developing or Marketing Enterovirus Tests  
Major Companies Developing or Marketing EBV Tests  
Major Companies Developing or Marketing Giardia Tests  
Major Companies Developing or Marketing Gonorrhoea Tests  
Major Companies Developing or Marketing Hantavirus Tests  
Major Companies Developing or Marketing Helicobacter Pylori Tests  
Major Companies Developing or Marketing Hepatitis Tests  
Major Companies Developing or Marketing Herpes Tests  
Major Companies Developing or Marketing Influenza Tests  
Major Companies Developing or Marketing Legionella Tests  
Major Companies Developing or Marketing Lyme Disease Tests  
Major Companies Developing or Marketing Lymphogranuloma Tests  
Major Companies Developing or Marketing Malaria Tests  
Major Companies Developing or Marketing Measles Tests  
Major Companies Developing or Marketing Meningitis Tests  
Major Companies Developing or Marketing Microsporidium Tests  
Major Companies Developing or Marketing Mononucleosis Tests  
Major Companies Developing or Marketing Mumps Tests  
Major Companies Developing or Marketing Mycoplasma Tests  
Major Companies Developing or Marketing Papilloma Virus Tests  
Major Companies Developing or Marketing Parvovirus Tests  
Major Companies Developing or Marketing Pneumonia Tests  
Major Companies Developing or Marketing RSV Tests  
Major Companies Developing or Marketing Rotavirus Tests

Major Companies Developing or Marketing Rubella Tests  
Major Companies Developing or Marketing Salmonella Tests  
Major Companies Developing or Marketing Septicemia Tests  
Major Companies Developing or Marketing Shigella Tests  
Major Companies Developing or Marketing Staphylococci Tests  
Major Companies Developing or Marketing Streptococci Tests  
Major Companies Developing or Marketing Syphilis Tests  
Major Companies Developing or Marketing Toxoplasmosis Tests  
Major Companies Developing or Marketing Trichomonas Tests  
Major Companies Developing or Marketing Tuberculosis Tests  
Major Companies Developing or Marketing West Nile Tests  
Major Companies Developing or Marketing Yersinia Tests  
France Summary Table All Infectious Diseases Test Volume and Diagnostics Sales Forecast by Market Segment  
France Laboratories Performing Infectious Disease Tests by Market Segment  
France Hospital Laboratories Performing Infectious Disease Tests by Bed Size  
France Commercial/Private Laboratories Performing Infectious Disease Tests by Annual Test Volume  
France All Market Segments Infectious Disease Test Volume Forecast  
France All Market Segments Infectious Disease Test Volume by Method  
France Hospital Laboratories Infectious Disease Test Volume Forecast  
France Blood Banks Infectious Disease Test Volume Forecast  
France Commercial/Private Laboratories Infectious Disease Test Volume Forecast  
France All Market Segments Infectious Disease Diagnostics Market Forecast  
France Hospital Laboratories Infectious Disease Diagnostics Market Forecast  
France Blood Banks Infectious Disease Diagnostics Market Forecast  
France Commercial/Private Laboratories Infectious Disease Diagnostics Market Forecast  
France HIV/HIV-1/2/Combo, Test Volume and Diagnostics Sales Forecast by Market Segment  
France HIV Ag Test Volume and Diagnostics Sales Forecast by Market Segment  
France Western Blot/Other Confirmatory Test Volume and Diagnostics Sales Forecast by Market Segment  
France Adenovirus Test Volume and Diagnostics Sales Forecast by Market Segment  
France Aeromonads Test Volume and Diagnostics Sales Forecast by Market Segment  
France BEA Test Volume and Diagnostics Sales Forecast by Market Segment  
France Blastocystis Hominis Test Volume and Diagnostics Sales Forecast by Market Segment  
France Campylobacter Test Volume and Diagnostics Sales Forecast by Market

## Segment

France Candida Test Volume and Diagnostics Sales Forecast by Market Segment

France Chancroid Test Volume and Diagnostics Sales Forecast by Market Segment

France Chlamydia Test Volume and Diagnostics Sales Forecast by Market Segment

France Clostridium Test Volume and Diagnostics Sales Forecast by Market Segment

France Coronavirus Test Volume and Diagnostics Sales Forecast by Market Segment

France Coxsackievirus Test Volume and Diagnostics Sales Forecast by Market

Segment

France Cryptosporidium Test Volume and Diagnostics Sales Forecast by Market

Segment

France CMV Test Volume and Diagnostics Sales Forecast by Market Segment

France Cyclospora Test Volume and Diagnostics Sales Forecast by Market Segment

France E. Coli Test Volume and Diagnostics Sales Forecast by Market Segment

France Echovirus Test Volume and Diagnostics Sales Forecast by Market Segment

France Encephalitis Test Volume and Diagnostics Sales Forecast by Market Segment

France Enterovirus Test Volume and Diagnostics Sales Forecast by Market Segment

France EBV Test Volume and Diagnostics Sales Forecast by Market Segment

France Giardia Test Volume and Diagnostics Sales Forecast by Market Segment

France Gonorrhoea Test Volume and Diagnostics Sales Forecast by Market Segment

France Granuloma Inguinale Test Volume and Diagnostics Sales Forecast by Market

Segment

France Hantavirus Test Volume and Diagnostics Sales Forecast by Market Segment

France Helicobacter Pylori Test Volume and Diagnostics Sales Forecast by Market

Segment

France HBsAg Test Volume and Diagnostics Sales Forecast by Market Segment

France HCV Test Volume and Diagnostics Sales Forecast by Market Segment

France HCV NAT Test Volume and Diagnostics Sales Forecast by Market Segment

France Hepatitis C Test Volume and Diagnostics Sales Forecast by Market Segment

France Anti-HBc Test Volume and Diagnostics Sales Forecast by Market Segment

France Anti-HBs Test Volume and Diagnostics Sales Forecast by Market Segment

France Anti-HAV Test Volume and Diagnostics Sales Forecast by Market Segment

France Hepatitis Delta Test Volume and Diagnostics Sales Forecast by Market

Segment

France HAV NAT Test Volume and Diagnostics Sales Forecast by Market Segment

France HBV NAT Test Volume and Diagnostics Sales Forecast by Market Segment

France HBcAg Test Volume and Diagnostics Sales Forecast by Market Segment

France HBeAg Test Volume and Diagnostics Sales Forecast by Market Segment

France ALT/SGPT Test Volume and Diagnostics Sales Forecast by Market Segment

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 HTLV I or HTLV I/HTLV II Test Volume and Diagnostics Sales Forecast by

**Market Segment**

France Influenza Test Volume and Diagnostics Sales Forecast by Market Segment

France Legionella Test Volume and Diagnostics Sales Forecast by Market Segment

France Lyme Disease Test Volume and Diagnostics Sales Forecast by Market Segment

France Lymphogranuloma Test Volume and Diagnostics Sales Forecast by Market

**Segment**

France Malaria Test Volume and Diagnostics Sales Forecast by Market Segment

France Measles Test Volume and Diagnostics Sales Forecast by Market Segment

France Meningitis Test Volume and Diagnostics Sales Forecast by Market Segment

France Microsporidium Test Volume and Diagnostics Sales Forecast by Market

**Segment**

France Mononucleosis Test Volume and Diagnostics Sales Forecast by Market

**Segment**

France Mumps Test Volume and Diagnostics Sales Forecast by Market Segment

France Mycoplasma Test Volume and Diagnostics Sales Forecast by Market Segment

France Papilloma Virus Test Volume and Diagnostics Sales Forecast by Market

**Segment**

France Parvovirus Test Volume and Diagnostics Sales Forecast by Market Segment

France Pneumonia Test Volume and Diagnostics Sales Forecast by Market Segment

France Polyoma Viruses Test Volume and Diagnostics Sales Forecast by Market

**Segment**

France Pseudomonas Test Volume and Diagnostics Sales Forecast by Market Segment

France Rabies Test Volume and Diagnostics Sales Forecast by Market Segment

France RSV Test Volume and Diagnostics Sales Forecast by Market Segment

France Rhinovirus Test Volume and Diagnostics Sales Forecast by Market Segment

France Rotavirus Test Volume and Diagnostics Sales Forecast by Market Segment

France Rubella Test Volume and Diagnostics Sales Forecast by Market Segment

France Salmonella Test Volume and Diagnostics Sales Forecast by Market Segment

France Septicemia Test Volume and Diagnostics Sales Forecast by Market Segment

France Shigella Test Volume and Diagnostics Sales Forecast by Market Segment

France Staphylococci Test Volume and Diagnostics Sales Forecast by Market Segment

France Streptococci Test Volume and Diagnostics Sales Forecast by Market Segment

France Syphilis Test Volume and Diagnostics Sales Forecast by Market Segment

France Toxoplasmosis Test Volume and Diagnostics Sales Forecast by Market

**Segment**

France Trichomonas Test Volume and Diagnostics Sales Forecast by Market Segment  
France Tuberculosis Test Volume and Diagnostics Sales Forecast by Market Segment  
France Vibrio Test Volume and Diagnostics Sales Forecast by Market Segment  
France Yersinia Test Volume and Diagnostics Sales Forecast by Market Segment  
France AIDS Testing Market Diagnostics Sales by Major Supplier  
France Adenovirus Testing Market Diagnostics Sales by Major Supplier  
France Campylobacter Testing Market Diagnostics Sales by Major Supplier  
France Candida Testing Market Diagnostics Sales by Major Supplier  
France Chlamydia Testing Market Diagnostics Sales by Major Supplier  
France CMV Testing Market Diagnostics Sales by Major Supplier  
France Gonorrhoea Testing Market Diagnostics Sales by Major Supplier  
France Hepatitis Testing Market Diagnostics Sales by Major Supplier  
France Hepatitis C Testing Market Diagnostics Sales by Major Supplier  
France Herpes Testing Market Diagnostics Sales by Major Supplier  
France Lyme Disease Testing Market Diagnostics Sales by Major Supplier  
France Influenza Testing Market Diagnostics Sales by Major Supplier  
France Meningitis Testing Market Diagnostics Sales by Major Supplier  
France Mononucleosis Testing Market Diagnostics Sales by Major Supplier  
France Mumps Testing Market Diagnostics Sales by Major Supplier  
France Mycoplasma Testing Market Diagnostics Sales by Major Supplier  
France RSV Testing Market Diagnostics Sales by Major Supplier  
France Rotavirus Testing Market Diagnostics Sales by Major Supplier  
France Rubella Testing Market Diagnostics Sales by Major Supplier  
France Septicemia Testing Market Diagnostics Sales by Major Supplier  
France Shigella Testing Market Diagnostics Sales by Major Supplier  
France Streptococci Testing Market Diagnostics Sales by Major Supplier  
France Syphilis Testing Market Diagnostics Sales by Major Supplier  
France Toxoplasmosis Testing Market Diagnostics Sales by Major Supplier  
France Trichomonas Testing Market Diagnostics Sales by Major Supplier  
France Tuberculosis Testing Market Diagnostics Sales by Major Supplier

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