

2015-2019 Future Horizons and Growth Strategies in the Italian Endocrine Function Testing Market: Supplier Shares and Country Forecasts

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Abstracts

This new 269-page report from VPGMarketResearch provides a comprehensive analysis in the Italian endocrine function market, including emerging tests, technologies, instrumentation, sales forecasts by country, market shares and strategic profiles of leading suppliers.

The report provides test volume and sales forecasts by country and market segment for the following assays: Cortisol, Estradiol, FSH, HCG, Gastrin, LH, Progesterone, PTH/IO PTH, Prolactin, T3, T3 Uptake, Free T3, T4, Free T4, TBG, Testosterone, Thyroglobulin Ab, TPO Ab and TSH. During the next five years, the endocrine function testing market will undergo significant transformation. These changes will be caused by convergence of new and more stringent regulations; advances in diagnostic technologies, system engineering, automation, and IT; and intensifying competition. Some segments will start resembling commodity markets, where product positioning and cost per test are more critical than underlying technology. This evolving marketplace will create exciting opportunities for a variety of new instruments, reagent systems, and auxiliary products, such as specimen preparation devices, controls, calibrators and others. 2015-2019 Future Horizons and Growth Strategies in the Italian Endocrine Function Testing Market” is a unique market and technology assessment designed to help current suppliers and potential market entrants identify and evaluate emerging opportunities and developed effective strategic responses. The study explores future trends; provides test volume and sales forecasts; compares features of leading analyzers; and profiles key competitors.

Contains 269 pages and 15 tables

Contents

INTRODUCTION

WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW

A. Major Endocrine Function Tests

1. CORTISOL
2. ESTRADIOL
3. FOLLICLE-STIMULATING HORMONE (FSH)
4. GASTRIN
5. GROWTH HORMONE/IGF-1
6. HUMAN CHORIONIC GONADOTROPIN (HCG)
7. LH
8. PROGESTERONE
9. PTH/IO PTH
10. PROLACTIN
11. T3
12. T3 FREE
13. T3 UPTAKE
14. T4 (THYROXINE)
15. T4 FREE
16. TBG
17. TESTOSTERONE
18. THYROGLOBULIN AB
19. TPO AB
20. TSH

B. Instrumentation Review: Operating characteristics and features of high-, medium-, and low-volume/POC analyzers manufactured by Abaxis, Abbott, Alere/Inverness, Alfa Wassermann, AMS, Awareness Technologies, Beckman Coulter/Olympus, Binding Site, bioMerieux, Carolina Chemistries, DiaSorin, Grifols, Horiba, Medica, Nova Biomedical, Ortho-Clinical Diagnostics, Polymedco, Randox, Roche, Siemens, Tosoh, Vital Diagnostics and other suppliers

C. Major In Vitro Diagnostic Technologies And Their Potential Applications

1. MONOCLONAL AND POLYCLONAL ANTIBODIES
2. IMMUNOASSAYS
 - a. Technological Principle
 - d. Chemiluminescence
 - c. Enzyme Immunoassays (EIA)

- Overview
- ELISA
- EMIT
- Electrochemical
- d. Radioimmunoassays (RIA)
- e. Immunoprecipitation
- f. Affinity Chromatography
- 3. TANDEM MASS SPEC
- 4. IT AND AUTOMATION
- 5. DRY CHEMISTRY
- 6. BIOSENSORS
- D. Market Size, Growth and Major Supplier Shares

DESIGN CRITERIA FOR DECENTRALIZED TESTING PRODUCTS

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 Laboratories
AdnaGen/Alere
Agilent Technologies
Beckman Coulter/Danaher
Biomedical Diagnostics
BioMerieux
Bio-Rad
DiaSorin
Eiken
Fujirebio
Grifols
Instrumentation Laboratory
Kyowa Medex
Matritech/Alere
Ortho-Clinical Diagnostics
Quest Diagnostics
Roche
Siemens
Sysmex
Thermo Fisher
Tosoh
Wako
Wallac/PE

List Of Tables

LIST OF TABLES

Major Companies Developing or Marketing FSH Tests
Major Companies Developing or Marketing HCG Tests
Major Companies Developing or Marketing LH Tests
Major Companies Developing or Marketing Prolactin Tests
Major Companies Developing or Marketing T3 Tests
Major Companies Developing or Marketing T4 Tests
Major Companies Developing or Marketing TSH Tests
Italy, All Market Segments, Endocrine Function Test Volume Forecast by Assay
Italy, Hospital Laboratories, Endocrine Function Test Volume Forecast by Assay
Italy, Commercial/Private Laboratories, Endocrine Function Test Volume Forecast by Assay
Italy, Endocrine Function Reagent Market Forecast By Market Segment
Italy, All Market Segments, Endocrine Function Reagent Market Forecast by Assay
Italy, Hospital Laboratories, Endocrine Function Reagent Market Forecast by Assay
Italy, Commercial/Private Laboratories, Endocrine Function Reagent Market Forecast by Assay
Italy, Major Suppliers of Immunodiagnostic Products, Estimated Market Shares

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