

# 2015-2019 Future Horizons and Growth Strategies in the Pap Smear/HPV Testing Market: Country Forecasts

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## Abstracts

The cancer diagnostics market is on the verge of explosion, as the researchers approach major technological breakthroughs in tumor diagnosis and therapy, discover new specific antigens, and unlock the mystery of the genetic basis of the disease. During the next five years, the worldwide cancer testing market is promising to be an exciting, dynamic and rapidly expanding field. Anticipated technological breakthroughs will create numerous opportunities for determining genetic predisposition, detecting specific tumors, and monitoring biological response to cancer therapy. The rise in geriatric population will further compound the growing demand for malignancy assays and the rapid market expansion worldwide. This report presents a detailed analysis of the Pap Smear/HPV testing market in the US, Europe (France, Germany, Italy, Spain, UK) and Japan, including clinical significance and current laboratory practice; 5-year test volume and sales forecasts by country and market segment. The report also examines market applications of DNA probes, biochips/microarrays, monoclonal antibodies, immunoassays, IT, chromosome analysis, 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 alternative market penetration strategies and entry barriers/risks.

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