

2015-2019 Future Horizons and Growth Strategies in the Rhinovirus Testing Market: Country Forecasts

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Abstracts

The report presents a detailed analysis of the Rhinovirus diagnostics market in the US, Europe (France, Germany, Italy, Spain, UK) and Japan. Current scientific views on the Rhinovirus definition, epidemiology and etiology are reviewed.

The report provides the 5-year test volume and sales forecasts by country for the following market segments:

Hospitals

Commercial/Private Labs

Physician Offices

Public Health Labs

Also, the report examines the market applications of DNA Probes, Monoclonal Antibodies, Immunoassays, IT and other technologies; profiles leading suppliers and recent market entrants developing innovative technologies and products; and identifies emerging business expansion opportunities, alternative market penetration strategies, market entry barriers and risks, and strategic planning issues and concerns. Contains 194 pages and 7 tables

Contents

1. INTRODUCTION

2. RHINOVIRUS WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW

A. Background

B. Diagnostic Tests

C. Vaccines and Drugs

D. Emerging 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. OTHER

3. FRANCE: TEST VOLUME AND DIAGNOSTICS SALES FORECAST BY MARKET SEGMENT

4. GERMANY: TEST VOLUME AND DIAGNOSTICS SALES FORECAST BY MARKET SEGMENT

5. ITALY: TEST VOLUME AND DIAGNOSTICS SALES FORECAST BY MARKET SEGMENT

6. JAPAN: TEST VOLUME AND DIAGNOSTICS SALES FORECAST BY MARKET SEGMENT

7. SPAIN: TEST VOLUME AND DIAGNOSTICS SALES FORECAST BY MARKET SEGMENT

8. UK: TEST VOLUME AND DIAGNOSTICS SALES FORECAST BY MARKET

SEGMENT

9. USA: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES

10. 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

11. 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

12. 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

France Rhinovirus Test Volume and Diagnostics Sales Forecast by Market Segment
Germany Rhinovirus Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Rhinovirus Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Rhinovirus Test Volume and Diagnostics Sales Forecast by Market Segment
Spain Rhinovirus Test Volume and Diagnostics Sales Forecast by Market Segment
U.K. Rhinovirus Test Volume and Diagnostics Sales Forecast by Market Segment
U.S.A. Rhinovirus Test Volume and Diagnostics Sales Forecast by Market Segment

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