

# 2015-2019 Future Horizons and Growth Strategies in the US Virology and Bacteriology Testing Market: Supplier Shares and Country Forecasts

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## Abstracts

Complete report \$9,850. DataPack (test volumes, sales forecasts, supplier shares) \$6,400. 2015-2019 Future Horizons and Growth Strategies in the US Virology and Bacteriology 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 US 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 Physician Offices/Group Practices Public Health 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 1,037 pages and 177 tables

## Contents

### **1. INTRODUCTION**

### **2. WORLDWIDE MARKET OVERVIEW**

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

### **3. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES**

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

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

### **5. ALTERNATIVE MARKET PENETRATION STRATEGIES**

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

### **6. 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

### **7. 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. GONORRHEA
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. MICROSPORIIDIUM
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 Princes 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
- D. Personal Testing

## **8. U.S.A. 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

## **9. COMPETITIVE ASSESSMENTS**

Abbott  
Affymetrix  
Beckman Coulter/Danaher  
Becton Dickinson  
bioMerieux  
Bio-Rad  
Cepheid  
Diamedix  
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  
U.S.A. Summary Table All Infectious Diseases Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Laboratories Performing Infectious Disease Tests by Market Segment  
U.S.A. Hospital Laboratories Performing Infectious Disease Tests by Bed Size  
U.S.A. Commercial/Private Laboratories Performing Infectious Disease Tests by Annual Test Volume  
U.S.A. Physician Office Laboratories Performing Infectious Disease Tests by Practice Size  
U.S.A. All Market Segments Infectious Disease Test Volume Forecast  
U.S.A. All Market Segments Infectious Disease Test Volume by Method  
U.S.A. Hospital Laboratories Infectious Disease Test Volume Forecast  
U.S.A. Blood Banks Infectious Disease Test Volume Forecast  
U.S.A. Physician Office Laboratories Infectious Disease Test Volume Forecast  
U.S.A. Commercial/Private Laboratories Infectious Disease Test Volume Forecast  
U.S.A. Public Health Laboratories Infectious Disease Test Volume Forecast  
U.S.A. All Market Segments Infectious Disease Diagnostics Market Forecast  
U.S.A. Hospital Laboratories Infectious Disease Diagnostics Market Forecast  
U.S.A. Blood Banks Infectious Disease Diagnostics Market Forecast  
U.S.A. Physician Office Laboratories Infectious Disease Diagnostics Market Forecast  
U.S.A. Commercial/Private Laboratories Infectious Disease Diagnostics Market Forecast  
U.S.A. Public Health Laboratories Infectious Disease Diagnostics Market Forecast  
U.S.A. HIV or HIV I/HIV II/Combo Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. HIVAg Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Western Blot/Other Confirmatory Test Volume and Diagnostics Sales Forecast by Market Segment

U.S.A. Adenovirus Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Aeromonads Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. BEA Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Blastocystis Hominis Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Campylobacter Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Candida Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Chancroid Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Chlamydia Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Clostridium Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Coronavirus Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. CoxsackieVirus Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Cryptosporidium Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Cyclospora Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. CMV Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. E. Coli Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Echovirus Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Encephalitis Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Enterovirus Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. EBV Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Giardia Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Gonorrhoea Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Granuloma Inguinale Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Hantavirus Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Helicobacter Pylori Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. HAV NAT Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. HBV NAT Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. HbsAg Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. HCV Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. HCV NAT Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Hepatitis C Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Anti-HBC Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Anti-HBS Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Anti-HAV Test Volume and Diagnostics Sales Forecast by Market Segment

U.S.A. Hepatitis Delta Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. HBcAg Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. HBeAg Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. ALT/SGPT Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Herpes Simplex I and II Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Herpes Type VI Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. HTLV I or HTLV I/HTLV II Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Influenza Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Legionella Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Lyme Disease Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Lymphogranuloma Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Malaria Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Measles Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Meningitis Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Microsporidium Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Mononucleosis Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Mumps Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Mycoplasma Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Papilloma Virus Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Parvovirus Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Pneumonia Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Polyomaviruses Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Pseudomonas Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Rabies Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. RSV Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Rhinovirus Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Rotavirus Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Rubella Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Salmonella Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Septicemia Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Shigella Test Volume and Diagnostics Sales Forecast by Market Segment

U.S.A. Staphylococci Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Streptococci Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Syphilis Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Toxoplasmosis Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Trichomonas Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Tuberculosis Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Vibrio Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. West Nile Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. Yersinia Test Volume and Diagnostics Sales Forecast by Market Segment  
U.S.A. AIDS Testing Market Diagnostics Sales by Major Supplier  
U.S.A. Adenovirus Testing Market Diagnostics Sales by Major Supplier  
U.S.A. Campylobacter Testing Market Diagnostics Sales by Major Supplier  
U.S.A. Candida Testing Market Diagnostics Sales by Major Supplier  
U.S.A. Chancroid Testing Market Diagnostics Sales by Major Supplier  
U.S.A. Chlamydia Testing Market Diagnostics Sales by Major Supplier  
U.S.A. CMV Testing Market Diagnostics Sales by Major Supplier  
U.S.A. Cryptosporidium Testing Market Diagnostics Sales by Major Supplier  
U.S.A. Echovirus Testing Market Diagnostics Sales by Major Supplier  
U.S.A. Enterovirus Testing Market Diagnostics Sales by Major Supplier  
U.S.A. EBV Testing Market Diagnostics Sales by Major Supplier  
U.S.A. Giardia Testing Market Diagnostics Sales by Major Supplier  
U.S.A. Gonorrhoea Testing Market Diagnostics Sales by Major Supplier  
U.S.A. Helicobacter Pylori Testing Market Diagnostics Sales by Major Supplier  
U.S.A. Hepatitis Testing Market Diagnostics Sales by Major Supplier  
U.S.A. Hepatitis C Testing Market Diagnostics Sales by Major Supplier  
U.S.A. Herpes Testing Market Diagnostics Sales by Major Supplier  
U.S.A. Influenza Testing Market Diagnostics Sales by Major Supplier  
U.S.A. Legionella Testing Market Diagnostics Sales by Major Supplier  
U.S.A. Lyme Disease Testing Market Diagnostics Sales by Major Supplier  
U.S.A. Measles Testing Market Diagnostics Sales by Major Supplier  
U.S.A. Meningitis Testing Market Diagnostics Sales by Major Supplier  
U.S.A. Mononucleosis Testing Market Diagnostics Sales by Major Supplier  
U.S.A. Mumps Testing Market Diagnostics Sales by Major Supplier  
U.S.A. Mycoplasma Testing Market Diagnostics Sales by Major Supplier  
U.S.A. Pneumonia Testing Market Diagnostics Sales by Major Supplier  
U.S.A. Rabies Testing Market Diagnostics Sales by Major Supplier  
U.S.A. RSV Testing Market Diagnostics Sales by Major Supplier  
U.S.A. Rotavirus Testing Market Diagnostics Sales by Major Supplier

U.S.A. Rubella Testing Market Diagnostics Sales by Major Supplier

U.S.A. Salmonella Testing Market Diagnostics Sales by Major Supplier

U.S.A. Septicemia Testing Market Diagnostics Sales by Major Supplier

U.S.A. Shigella Testing Market Diagnostics Sales by Major Supplier

U.S.A. Streptococci Testing Market Diagnostics Sales by Major Supplier

U.S.A. Syphilis Testing Market Diagnostics Sales by Major Supplier

U.S.A. Toxoplasmosis Testing Market Diagnostics Sales by Major Supplier



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