

# **2015-2019 Germany Clinical Chemistry and Immunodiagnostic Markets: Supplier Shares, Country Forecasts, Innovative Technologies, Competitive Strategies**

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## **Abstracts**

Complete report \$6,100. DataPack (test volumes, sales forecasts, supplier shares) \$3,950. 2015-2019 Germany Clinical Chemistry and Immunodiagnostic Markets is a new strategic analysis of major business opportunities emerging in the German clinical chemistry and immunodiagnostic markets during the next five years. The report explores future trends in the German market; provides estimates of the specimen, test and sales volumes, as well as major suppliers sales and market shares; compares features of leading analyzers; profiles key competitors; and identifies specific product and marketing opportunities emerging during the next five years. The report provides five-year volume and sales forecasts for over 100 clinical chemistry, TDM, endocrine, cancer, immunoprotein and abused drug assays performed in hospitals, commercial laboratories, physician offices, and ambulatory care centers, including controls, calibrators and consumables. Rationale The clinical chemistry and immunodiagnostic markets are undergoing significant transformation, caused by convergence of new and more stringent regulations; advances in diagnostic technologies, system engineering, automation, and IT; and intensifying competition. Some segments, like routine chemistry, are already resembling commodity markets, where product positioning and cost per test are more critical than underlying technology. This evolving marketplace creates exciting opportunities for a variety of new instruments, reagent systems, and auxiliary products, such as specimen preparation devices, controls, and calibrators.

## **Strategic Recommendations**

New product development opportunities with significant market appeal.

Alternative market penetration strategies.

Potential market entry barriers and risks. 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. - The companies analyzed in the report include Abbott, AdnaGen, Agilent, Alere, Beckman Coulter/Danaher, Biomedical Diagnostics, bioMerieux, Bio-Rad, DiaSorin, Eiken, Fujirebio, Grifols, IL, Kyowa Medex, Ortho-Clinical Diagnostics, Roche, Siemens, Sysmex, Thermo Fisher, Tosoh, Wako, Wallac/PE. Tests Analyzed in the Report: Routine Clinical Chemistry Albumin, Alkaline Phosphatase, ALT/SGPT, Ammonia, Amylase, AST/SGOT, Bilirubin, Total, BUN (Blood Urea Nitrogen), Calcium, Cardio CRP, Carbon Dioxide/Bicarbonate, Chloride, Cholesterol, Creatine Kinase (CK), CK-MB, Creatinine, CRP, Ferritin, GGT, Glucose, HDL Cholesterol, Homocysteine, Iron, LDH, LDL Cholesterol, Magnesium, Phosphorus, Potassium, Protein, Total, Sodium, Triglycerides, Troponin, Uric Acid. Therapeutic Drug Monitoring (TDM) Amikacin, Carbamazepine, Cyclosporin, Digoxin, Everolimus, Gentamicin, Levetiracetam, Lithium, Methotrexate, NAPA/Procainamide, Phenobarbital, Phenytoin, Quinidine, Sirolimus, Tacrolimus, Theophylline, Tobramycin, Topirimate, Valproic Acid, Vancomycin. Endocrine Function 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, TSH. Tumor Markers and Special Chemistry AFP, CA 15-3/27-29, CA 19-9, CEA, Ferritin, Folate (Folic Acid), Glycosylated Hemoglobin, HCG, 25-Hydroxy Vitamin D2 and D3, Occult Blood, PAP, PSA, Thyroglobulin, Vitamin B-12. Immunoproteins C3, C4, Free Light Chains, Haptoglobin, IgA, IgE Specific, IgE Total, IgG, IgM, Immunofixation, Prealbumin, Protein Electrophoresis. Drugs of Abuse Amphetamines, Barbiturates, Benzodiazepines, Cannabinoids/Marijuana, Cocaine, LSD, Methadone, Methaqualone, Opiates, Phencyclidine (PCP), Propoxyphene, Tricyclic Antidepressants. Market Segmentation Analysis- Comprehensive review of the market dynamics, trends, structure, size, growth, and key suppliers. - Test volume and sales forecasts for over 100 clinical chemistry, TDM, endocrine, cancer, immunoprotein and abused drug assays, by market segment: Hospitals Commercial/Private Laboratories Physician Offices/Group Practices Current and Emerging Products- Analysis of current and emerging clinical chemistry and immunodiagnostic tests. - Review of current instrumentation technologies, and feature comparison of high-, medium-, and low-volume/POC analyzers. Technology Review- Assessment of current and

emerging technologies, and their potential market applications. - Comprehensive lists of companies developing or marketing new technologies and products by test. Contains 578 pages and 119 tables

## Contents

### **1. INTRODUCTION**

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

1. BUSINESS ENVIRONMENT
2. MARKET STRUCTURE
3. MARKET SIZE AND GROWTH

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

### **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 MARKET AND TECHNOLOGY OVERVIEW**

- A. Major Routine Chemistry Tests
  1. ALBUMIN
  2. ALKALINE PHOSPHATASE
  3. ALT/SGPT
  4. AMMONIA
  5. AMYLASE

6. AST/SGOT
7. BILIRUBIN, TOTAL
8. BLOOD GASES
9. BLOOD UREA NITROGEN (BUN)
10. CALCIUM
11. CARDIO CRP
12. CHOLESTEROL
13. CHOLINESTERASE
14. CRP
15. CREATININE
16. ELECTROLYTES
  - a. Carbon Dioxide/Bicarbonate
  - b. Chloride
  - c. Potassium
  - d. Sodium
17. FERRITIN
18. FRUCTOSAMINE
19. GAMMA-GLUTAMYL TRANSPEPTIDASE (GGT)
20. GLUCOSE
21. HIGH DENSITY LIPOPROTEIN (HDL)
22. HOMOCYSTEINE
23. IRON
24. LACTATE DEHYDROGENASE (LDH)
25. MAGNESIUM
26. PHOSPHORUS
27. PROTEIN
28. TRIGLYCERIDES
29. URIC ACID
30. TROPONIN
- B. Therapeutic Drug Monitoring (TDM)
  1. OVERVIEW
  2. CARBAMAZEPINE
  3. CYCLOSPORIN
  4. DIGOXIN
  5. EVEROLIMUS
  6. GENTAMICIN
  7. LAMOTRIGINE/LAMICTAL
  8. LEVETIRACETAM
  9. LIDOCAINE

10. LITHIUM
11. NAPA/PROCAINAMIDE
12. PHENYTOIN
13. QUINIDINE
14. SIROLIMUS
15. TACROLIMUS
16. THEOPHYLLINE
17. TOPIRIMATE
18. VALPROIC ACID

#### C. 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

#### D. Tumor Markers and Special Chemistry Tests

1. AFP
2. CA 15-3
3. CA 19-9
4. CA 27-29
5. CARCINOEMBRYONIC ANTIGEN (CEA)
6. FOLATE/FOLIC ACID
7. HCG
8. 25-HYDROXY VITAMIN D2 AND D3

- 9. OCCULT BLOOD
- 10. PROSTATE-SPECIFIC ANTIGEN (PSA)
- 11. THYROGLOBULIN
- 12. VITAMIN B-12

#### E. Immunoprotein Tests

- 1. COMPLEMENT
  - a. C3
  - b. C4
- 2. FREE LIGHT CHAINS
- 3. IMMUNOFIXATION
- 4. IMMUNOGLOBULINS (IGA, IGE, IGG, IGM)
- 5. HAPTOGLOBIN
- 6. PREALBUMIN
- 7. PROTEIN ELECTROPHORESIS

#### F. Drugs of Abuse

- 1. OVERVIEW
- 2. TEST METHODOLOGIES
- 3. AMPHETAMINES
- 4. BARBITURATES
- 5. BENZODIAZEPINES
- 6. CANNABINOIDS/MARIJUANA
- 7. COCAINE
- 8. LYSERGIC ACID DIETHYLAMIDE (LSD)
- 9. METHADONE
- 10. METHAQUALONE
- 11. OPIATES
- 12. PHENCYCLIDINE
- 13. TRICYCLIC ANTIDEPRESSANTS

G. Clinical Chemistry and Immunodiagnostic Instrumentation Review: operating characteristics and features of high-, medium-, and low-volume/POC analyzers

H. Major Clinical Chemistry and Immunodiagnostic Technologies and Their Potential Applications

- 1. MONOCLONAL AND POLYCLONAL ANTIBODIES
- 2. IMMUNOASSAYS
- 3. TANDEM MASS SPEC
- 4. IT AND AUTOMATION
- 5. DRY CHEMISTRY
- 6. BIOSENSORS

## **8. FRANCE CLINICAL CHEMISTRY AND IMMUNODIAGNOSTICS MARKET**

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

## **9. COMPETITIVE ASSESSMENTS**

Abbott Laboratories  
AdnaGen/Alere  
Agilent Technologies  
Bayer Healthcare  
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 Albumin Tests  
Major Companies Developing or Marketing Alkaline Phosphatase Tests  
Major Companies Developing or Marketing ALT/SGPT Tests  
Major Companies Developing or Marketing Amylase Tests  
Major Companies Developing or Marketing AST/SGOT Tests  
Major Companies Developing or Marketing Bilirubin Tests  
Major Companies Developing or Marketing Blood Gas Analyzers  
Major Companies Developing or Marketing BUN Tests  
Major Companies Developing or Marketing Calcium Tests  
Major Companies Developing or Marketing Cholesterol Tests  
Major Companies Developing or Marketing Creatinine Tests  
Major Companies Developing or Marketing Electrolyte Tests  
Major Companies Developing or Marketing GGT Tests  
Major Companies Developing or Marketing Glucose Tests  
Major Companies Developing or Marketing HDL Tests  
Major Companies Developing or Marketing Iron Tests  
Major Companies Developing or Marketing LDH Tests  
Major Companies Developing or Marketing Magnesium Tests  
Major Companies Developing or Marketing Phosphorus Tests  
Major Companies Developing or Marketing Protein Tests  
Major Companies Developing or Marketing Triglycerides Tests  
Major Companies Developing or Marketing Uric Acid Tests  
Major Companies Developing or Marketing TDM Tests  
Major Companies Developing or Marketing Digoxin Tests  
Major Companies Developing or Marketing Lithium Tests  
Major Companies Developing or Marketing Phenytoin/Dilantin Tests  
Major Companies Developing or Marketing Theophylline Tests  
Major Companies Developing or Marketing Valproic Acid Tests  
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

Major Companies Developing or Marketing AFP Tests  
Major Companies Developing or Marketing CEA Tests  
Major Companies Developing or Marketing Ferritin Tests  
Major Companies Developing or Marketing Occult Blood Tests  
Major Companies Developing or Marketing Prostatic Acid Phosphatase Tests  
Major Companies Developing or Marketing PSA Tests  
Major Companies Developing or Marketing Vitamin B-12/Folate Tests  
Major Companies Developing or Marketing CRP Tests  
Major Companies Developing or Marketing Drugs of Abuse Tests  
Major Companies Developing or Marketing Biosensors for Immunological Testing  
Executive Summary Table: France, Clinical Chemistry and Immunoassay Test Volume and Diagnostics Sales Forecast By Test Category  
France, Laboratories Performing Chemistry and Immunoassay Tests By Market Segment  
France, Hospital Laboratories Performing Chemistry and Immunoassay Tests By Bed Size  
France, Commercial/Private Laboratories Performing Chemistry and Immunoassay Tests By Annual Test Volume  
France, Total Chemistry and Immunoassay Specimen Volume Forecast  
France, All Market Segments, Specimen Volume Forecast By Test Category  
France, Total Clinical Chemistry and Immunoassay Test Volume Forecast By Test Category  
France, Routine Chemistry Test Volume Forecast By Market Segment  
France, Endocrine Function Test Volume Forecast By Market Segment  
France, Tumor Markers and Special Chemistry Test Volume Forecast By Market Segment  
France, Immunoprotein Test Volume Forecast By Market Segment  
France, TDM Test Volume Forecast By Market Segment  
France, Drugs of Abuse Test Volume Forecast By Market Segment  
France, All Market Segments, Profiles, Panels and Individual Tests Forecast  
France, Hospital Laboratories, Profiles, Panels and Individual Tests Forecast  
France, Commercial/Private Laboratories, Profiles, Panels and Individual Tests Forecast  
France, All Market Segments, Routine Chemistry Test Volume Forecast by Assay  
France, Hospital Laboratories, Routine Chemistry Test Volume Forecast by Assay  
France, Commercial/Private Laboratories, Routine Chemistry Test Volume Forecast by Assay  
France, All Market Segments, Endocrine Function Test Volume Forecast by Assay  
France, Hospital Laboratories, Endocrine Function Test Volume Forecast by Assay

France, Commercial/Private Laboratories, Endocrine Function Test Volume Forecast by Assay

France, All Market Segments, Tumor Markers and Special Chemistry Test Volume Forecast by Assay

France, Hospital Laboratories, Tumor Markers and Special Chemistry Test Volume Forecast by Assay

France, Commercial/Private Laboratories, Tumor Markers and Special Chemistry Test Volume Forecast by Assay

France, All Market Segments, Immunoprotein Test Volume Forecast by Assay

France, Hospital Laboratories, Immunoprotein Test Volume Forecast by Assay

France, Commercial/Private Laboratories, Immunoprotein Test Volume Forecast by Assay

France, All Market Segments, TDM Test Volume Forecast by Assay

France, Hospital Laboratories, TDM Test Volume Forecast

France, Commercial/Private Laboratories, TDM Test Volume Forecast by Assay

France, All Market Segments, Drugs of Abuse Test Volume Forecast by Assay

France, Hospital Laboratories, Drugs of Abuse Test Volume Forecast by Assay

France, Commercial/Private Laboratories, Drugs of Abuse Test Volume Forecast by Assay

France, Total Clinical Chemistry and Reagent Market Immunoassay Forecast By Test Category

France, Clinical Chemistry and Immunoassay Calibrator and Control Market Forecast By Test Category

France, Routine Chemistry Reagent Market Forecast By Market Segment

France, Endocrine Function Reagent Market Forecast By Market Segment

France, Tumor Markers and Special Chemistry Reagent Market Forecast By Market Segment

France, Immunoprotein Reagent Market Forecast By Market Segment

France, TDM Reagent Market Forecast By Market Segment

France, Drugs of Abuse Reagent Market Forecast By Market Segment

France, All Market Segments, Routine Chemistry Reagent Market Forecast by Assay

France, Hospital Laboratories, Routine Chemistry Reagent Market Forecast by Assay

France, Commercial/Private Laboratories, Routine Chemistry Reagent Market Forecast by Assay

France, All Market Segments, Endocrine Function Reagent Market Forecast by Assay

France, Hospital Laboratories, Endocrine Function Reagent Market Forecast by Assay

France, Commercial/Private Laboratories, Endocrine Function Reagent Market Forecast by Assay

France, All Market Segments, Tumor Markers and Special Chemistry Reagent Market

Forecast by Assay

France, Hospital Laboratories, Tumor Markers and Special Chemistry Reagent Market

Forecast by Assay

France, Commercial/Private Laboratories, Tumor Markers and Special Chemistry

Reagent Market Forecast by Assay

France, All Market Segments, Immunoprotein Reagent Market Forecast by Assay

France, Hospital Laboratories, Immunoprotein Reagent Market Forecast by Assay

France, Commercial/Private Laboratories, Immunoprotein Reagent Market Forecast by Assay

France, All Market Segments, TDM Reagent Market Forecast by Assay

France, Hospital Laboratories, TDM Reagent Market Forecast by Assay

France, Commercial/Private Laboratories, TDM Reagent Market Forecast by Assay

France, All Market Segments, Drugs of Abuse Reagent Market Forecast by Assay

France, Hospital Laboratories, Drugs of Abuse Reagent Market Forecast by Assay

France, Commercial/Private Laboratories, Drugs of Abuse Reagent Market Forecast by Assay

France, Clinical Chemistry and Immunoassay Instrument Market Forecast By Analyzer Type

France, Major Suppliers of Clinical Chemistry Diagnostics Products, Estimated Sales and Market Shares

France, Major Suppliers of Immunoassay Diagnostic Products, Estimated Sales and Market Shares

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