

# **2015-2019 Germany Molecular Blood Typing, Grouping and Infectious Disease NAT Market: Emerging Technologies, Sales Forecasts, Supplier Shares, Competitive Strategies**

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## **Abstracts**

Complete report \$6,100. DataPack (test volumes, sales forecasts, supplier shares) \$3,950.

This comprehensive report is designed to help current suppliers and potential market entrants identify and evaluate emerging opportunities in the German molecular blood banking market during the next five years, and assist industry executives in developing effective business, new product development and marketing strategies.

The report explores future marketing and technological trends in Germany; provides test volume and sales forecasts by market segment/test location; compares features of major automated and semi-automated analyzers; profiles leading and emerging competitors; and identifies specific product and market opportunities facing suppliers during the next five years.

Blood Group Genotyping

PCR, PCR-RFLP, AS-PCR or PCR-SSP, Multiplex PCR, Real Time PCR, Sanger DNA Sequencing, Pyrosequencing

Microarrays

BeadChip Array, BloodChip, Genome Lab SNP Stream, Fluidic Microarray Systems, TaqMan OpenArray, MALDI-TOF-MS, Mini-Sequencing

## Blood Typing and Grouping Tests

ABO, Antibody Panels, Antibody Screening/Indirect Antiglobulin, Antigen Typing (C, c, Duffy, E, e, I, i, Kell, Kidd, Le a, b, MN, P, S, s), Antiglobulin (Direct, C3 + IgG, IgG, C3), Crossmatching (Immediate Spin, Full Crossmatch), Rh (D, Du).

## Infectious Disease Screening Tests

AIDS (HIV NAT, HIV-1/2), Cytomegalovirus, Hepatitis (HAV NAT, HBV NAT, HBs Ag, Anti-HBc, HCV NAT, HCV, ALT/SGPT), HTLV-I/II, Parvovirus B19 NAT, Syphilis, West Nile Virus NAT

## Sales and Market Share Analysis

Sales and market share estimates for leading suppliers of blood banking products by individual product.

## Competitive Assessments

Strategic assessments of major suppliers and emerging market entrants, including their sales, product portfolios, marketing tactics, and new products in R&D.

## Market Segmentation Analysis

Comprehensive market segmentation analysis, including review of the market dynamics, trends, structure, size, growth, and key suppliers.

Test volume and sales forecasts for over 40 blood typing, grouping and Infectious Disease Screening Tests, including NAT, by market segment:

Blood Centers

Hospitals

Commercial/Private Laboratories

## Current and Emerging Products

Analysis of current and emerging blood typing, grouping and Infectious Disease Screening Tests

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Review of automated and semi-automated analyzers.

### Technology Review

Assessment of current and emerging technologies, and their potential applications for the blood banking market.

Comprehensive lists of companies developing or marketing new technologies and products, by test.

### Strategic Recommendations

New product development opportunities with significant market appeal.

Alternative market penetration strategies.

Potential market entry barriers and risks.

Contains 430 pages and 36 tables

## Contents

### I. INTRODUCTION

### II. WORLDWIDE TECHNOLOGY AND MARKET OVERVIEW

#### A. Major Blood Typing, Grouping and Infectious Disease Screening Tests

##### 1. Blood Typing and Grouping Tests

- a. ABO
- b. Antibody Panels
- c. Antibody Screening
- d. Antigen Typing
- e. Antiglobulin Test
- f. Crossmatch
- g. HLA Typing
- h. Rh
- i. Other Blood Groups

##### 2. Blood Group Genotyping

- a. PCR
- b. PCR-RFLP
- c. AS-PCR or PCR-SSP
- d. Multiplex PCR
- e. Real Time PCR
- f. Sanger DNA Sequencing
- g. Pyrosequencing

#### B. Microarrays

BeadChip Array

BloodChip

Genome Lab SNP Stream

Fluidic Microarray Systems

TaqMan OpenArray

MALDI-TOF-MS

Mini-Sequencing

##### 3. Infectious Disease Screening Tests

- a. AIDS
  - Structure and Composition
  - Classification
  - Origin of AIDS
  - Animal Lentivirus Systems

Virus Receptors  
HIV Infections in Humans  
Pathogenesis & Pathology  
Overview of Course of HIV Infection  
CD4T Lymphocytes and Memory Cells  
Monocytes and Macrophages  
Lymphoid Organs  
Neural Cells  
Viral Coinfections  
Clinical Findings  
Plasma Viral Load  
Pediactric AIDS  
Neurologic Disease  
Opportunistic Infections  
Protozoa  
Fungi  
Bacteria  
Viruses  
Cancer  
Immunity  
Laboratory Diagnosis  
Virus Isolation  
Serology  
Detection of Viral Nucleic Acid or Antigens  
Epidemiology  
Worldwide Spread of AIDS  
United States  
Routes of Transmission  
Prevention, Treatment, And Control  
Antiviral Drugs  
Vaccines Against HIV  
Transmission of HIV in Blood Products  
HIV Transmission in Transplant and  
Artificial Insemination Recipients  
Diagnostic Tests  
Enzyme Immunoassay Interpretation  
Specificity, Sensitivity, and Predictive  
Value of Enzyme Immunoassay  
Competition Assays

Western Blot Technique  
Immuno-Fluorescence Assay (IFA)  
Radioimmunoprecipitation  
HIV-1/HIV-2 Combination Testing  
Methods of HIV-Antigen Detection  
Antigen Assays and Blood Screening  
Urine Tests  
DNA Probes  
Overview  
Quantitative Polymerase Chain Reaction  
In Situ PCR  
Needed Improvements  
Viral Load/Drug Resistance Testing  
Genotype and Phenotype Testing  
Blood Banking Considerations

b. Hepatitis

- Hepatitis A
- Hepatitis B
  - Structure and Composition
  - Replication of Hepatitis B Virus
- Hepatitis C
- Hepatitis D (Delta Hepatitis)
- Hepatitis E
- Hepatitis G
- Hepatitis Virus Infections In Humans
- Pathology
- Clinical Findings
- Laboratory Features
  - Hepatitis A
  - Hepatitis B
  - Hepatitis C
  - Hepatitis D
  - Hepatitis E
- Virus-Host Immune Reactions
- Epidemiology
  - Hepatitis A
  - Hepatitis B
  - Hepatitis C
  - Hepatitis D (Delta Agent)

- Vaccines and Drugs
- c. Cytomegalovirus
  - Background
  - Chorioretinitis
  - Gastrointestinal
  - Central Nervous System Disease
  - Diagnostic Tests
  - Vaccines and Drugs
- d. Syphilis
  - Background
  - Diagnostic Tests
  - Vaccines and Drugs
- e. West Nile Virus
  - Background
  - Clinical Syndromes
  - Diagnostic Tests
  - Vaccines and Drugs
- f. Parvovirus B19
  - Microbiology
  - Epidemiology
  - Clinical Syndromes
  - Erythema Infectiosum Slapped (cheek)
  - Adult Polyarthropathy
  - Transient Aplastic Crisis
  - Transient Pancytopenia
  - Red Cell Aplasia in the Immunocompromised
  - Perinatal Infections
  - Diagnosis
  - Treatment
- g. Creutzfeldt-Jakob's Disease
  - Background
  - Transmission
  - Diagnostic Tests
  - Major Commercial and Academic Players
  - Bayer
  - Disease Sciences/BioTec Global
  - Imperial College School of Medicine
  - Ortho-Clinical Diagnostics
  - Pall

ProMetic Life Sciences  
Proteome Sciences/Idexx  
Q-One Biotech  
Serono  
U.S. Agricultural Research Service

Drugs  
Vaccines

h. Malaria

i. Chagas Disease

j. Babesiosis

4. Pathogen Reduction

5. Leukocyte Reduction

Background

Methods

B. Instrumentation Review: Operating Characteristics, Features and Selling Prices of Leading Automated And Semiautomated Analyzers Manufactured by:

Abbott

Beckman Coulter/Danaher

Becton Dickinson

Bio-Rad

BioMerieux

Cepheid

Curtis Unyvero

Gen-Probe/Hologic

GenMark

Grifols

HTG

Immucor

Life Technologies

Nanosphere

Ortho-Clinical Diagnostics

Qiagen

Roche

Sarstedt

Siemens

Tecan

C. Major in Vitro Diagnostic Technologies And Their Potential Applications

1. Molecular Diagnostics

a. Overview



- b. NAT
- 2. Monoclonal and Polyclonal Antibodies
- 3. Immunoassays
  - a. Technological Principle
  - b. Chemiluminescence
  - c. Enzyme Immunoassays (EIA)
    - Overview
    - ELISA
    - EMIT
    - Electrochemical
  - d. Radioimmunoassays (RIA)
  - e. Immunoprecipitation
  - f. Affinity Chromatography
- 4. Microtitration Plates
- 5. IT and Automation
- 6. Lasers
- 7. Robotics
- 8. Synthetic Red Cell Substitutes
- 9. Genetically Engineered Blood Components
  - a. Albumin
  - b. Factor VIII
  - c. Alpha-2 Antiplasmin
  - d. Antithrombin III
  - e. Factor IX
  - f. Von Willebrand's Factor
  - g. Fibrinogen
  - h. t-PA
- 10. Blood Preservation
- 11. Autologous Blood Transfusion/Freezing

### **III. GERMANY**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Growth and Major Supplier Sales and Market Shares for Blood Typing, Grouping And Infectious Disease Screening Tests

### **IV. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES**

- A. Molecular Blood Typing and Grouping
- B. Infectious Disease Screening
- C. Auxiliary

## **V. ALTERNATIVE MARKET PENETRATION STRATEGIES**

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts

## **VI. POTENTIAL MARKET ENTRY BARRIERS AND RISKS**

- A. Market Maturity
- B. Cost Containment
- C. Competition
- D. Technological Edge and Limitations
- E. Patent Protection

## **VII. COMPETITIVE ASSESSMENTS**

Abbott  
Beckman Coulter/Danaher  
Becton Dickinson  
Biokit  
BioMerieux  
Bio-Rad  
Diagast  
DiaSorin  
Fujirebio/Innogenetics  
Grifols/Novartis  
Hologic/Gen-Probe  
Immucor  
Orchid CellMark  
Ortho-Clinical Diagnostic  
Proteome Sciences  
Quest  
Quidel  
Roche

Siemens

Tecan

Thermo Fisher/Life Technologies

## List Of Tables

### LIST OF TABLES

Major Companies Developing or Marketing Blood Typing and Grouping Tests

Major Companies Developing or Marketing HLA Typing Tests

Major Companies Developing or Marketing AIDS Tests

Major Companies Developing or Marketing Hepatitis Tests

Major Companies Developing or Marketing CMV Tests

Major Companies Developing or Marketing Syphilis Tests

Major Companies Developing or Marketing Blood Bank Analyzers

Germany, Total Blood Bank Test Volume and Reagent Sales Forecast By Test Category

Germany, Facilities Performing Blood Bank Tests by Market Segment

Germany, Hospital Laboratories Performing Blood Bank Tests by Bed Size

Germany, Commercial/Private Laboratories Performing Blood Bank Tests By Annual Test Volume

Germany, All Market Segments Blood Typing And Grouping Test Volume Forecast by Market Segment

Germany, All Market Segments Blood Typing And Grouping Test Volume Forecast

Germany, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast

Germany, Blood Banks Blood Typing And Grouping Test Volume Forecast

Germany, Commercial/Private Laboratories Blood Typing and Grouping Test Volume Forecast

Germany, All Market Segments Infectious Disease Screening Test Volume Forecast By Market Segment

Germany, All Market Segments Infectious Disease Screening Test Volume Forecast

Germany, Blood Banks Infectious Disease Screening Test Volume Forecast

Germany, Commercial/Private Laboratories Infectious Disease Screening Test Volume Forecast

Germany, Hospital Laboratories Infectious Disease Screening Test Volume Forecast

Germany, All Market Segments Blood Typing And Grouping Reagent Market Forecast By Market Segment

Germany, All Market Segments Blood Typing And Grouping Reagent Market Forecast By Major Test

Germany, Hospital Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

Germany, Blood Banks Blood Typing and Grouping Reagent Market By Major Test Forecast

Germany, Commercial/Private Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

Germany, All Market Segments Infectious Disease Screening Reagent Market Forecast By Market Segment

Germany, All Market Segments Infectious Disease Screening Reagent Market Forecast by Test

Germany, Blood Banks Infectious Disease Screening Reagent Market Forecast by Test

Germany, Commercial/Private Laboratories Infectious Disease Screening Reagent Market Forecast By Test

Germany, Hospital Laboratories Infectious Disease Screening Reagent Market Forecast by Test

Germany, Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And Market Shares

Germany, HIV-1/2 Blood Screening Market, Reagent Sales by Major Supplier

Germany, Hepatitis Blood Screening Market, Reagent Sales by Major Supplier

Germany, HIV/Hepatitis NAT Market, Reagent Sales by Major Supplier

Germany, CMV Blood Screening Market, Reagent Sales by Major Supplier

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