

2015-2019 Italy Genetic Diseases, Cancer, Forensic and Paternity Molecular Diagnostic Testing Markets: Country Forecasts, Emerging Technologies, Competitive Landscape

https://marketpublishers.com/r/273BDE788AAEN.html

Date: August 2015

Pages: 402

Price: US\$ 1,480.00 (Single User License)

ID: 273BDE788AAEN

Abstracts

Complete report \$1,850. DataPack (test volumes, sales forecasts, supplier shares) \$1,200. The report is available by section, market segment, and can be custom-tailored to your specific information needs and budget.

This new study from VPGMarketResearchcontains 402 pages, and is designed to help current suppliers and potential market entrants identify and evaluate emerging opportunities for molecular diagnostic technologies and products in testing for genetic diseases, cancer, as well as forensic and paternity/HLA typing applications during the next five years.

Report Highlights

Market shares of leading suppliers

Business and technological trends in major markets

Five-year test volume and sales forecasts

Market shares of leading competitors

Feature comparison of major analyzers

Strategic profiles of leading market players and start-up firms developing



innovative products

Specific product and business opportunities for instrument and consumable suppliers.

Rationale

Genetic Diseases, Cancer, Forensic and Paternity molecular diagnostic testing markets are among the most rapidly growing segments of the in vitro diagnostics industry. The next five years will witness significant developments in reagent systems and automation, as well as introduction of a wide range of new products that will require innovative marketing approaches. The rate of market penetration into routine clinical laboratories, however, will depend on the introduction of cost-effective and automated systems with amplification methods. In order to successfully capitalize on the opportunities presented by these markets, many companies are already exploiting new molecular technologies as corporate strategic assets, managed in support of business and marketing strategies. Integrating new technology planning with business and corporate strategies will be one of the most challenging tasks for diagnostic companies during the next five years.

Italy Market Overview

Laboratories performing DNA sequencing and molecular diagnostic testingby country and market segment.

Five-year test volume and sales projections.

Market Segmentation Analysis

Five-year test volume and sales projections:

Infectious Diseases- Forensic Testing

Cancer- Paternity Testing/HLA Typing

Genetic Diseases- Others



A comprehensive analysis of the sequencing market by laboratory segment.

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

Product/Technology Review

Comparison of the major molecular diagnosticanalyzers.

Extensive review of molecular diagnostic technologies, test formats, detection methodologies, trends in testing automation and over target/signal amplification methods.

Worldwide listings of companies, universities and research centers developing new molecular diagnostictechnologies and products.

Competitive Assessments

Extensive strategic assessments of major suppliers and emerging market entrants, including their sales, product portfolios, marketing tactics, collaborative arrangements and new technologies/products in R&D.

Abbott

Affymetrix

Agilent Technologies

Applied Gene Technologies

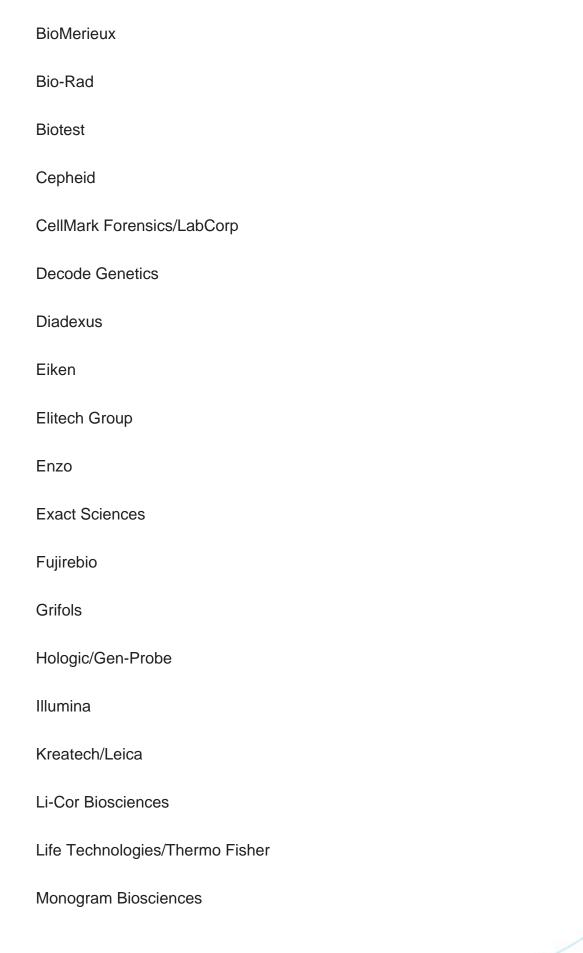
Arca Biopharma

Beckman Coulter/Danaher

Becton Dickinson

Biokit









Comprehensive listings of companies developing and marketing molecular diagnostic products, by test and application.

Opportunities and Strategic Recommendations

Specific new product development opportunities with potentially significant market appeal during the next five years.

Design criteria for new products.



Alternative market penetration strategies.

Potential market entry barriers and risks.

Business planning issues and concerns.

Contains 402 pages



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ITALY

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Caliper

Cepheid

Decode

Diadexus

Eiken

Enzo



Exact Sciences

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Grifols

Hologic/Gen-Probe

Illumina

Kreatech

Li-Cor Biosciences

Life Technologies/Thermo Fisher

Monogram Biosciences

Myriad Genetics

Nanogen/Elitech

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