

# **2015-2019 Italy Respiratory Disease Market: Emerging Opportunities for Suppliers - Competitive Strategies, Country Volume and Sales Segment Forecasts, Innovative Technologies, Instrumentation Review**

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## **Abstracts**

### About This Report

This new 281-page report from VPGMarketResearch.com presents detailed analysis of the Italian Respiratory Diseases market, including sales forecasts and supplier shares for Adenovirus, Influenza, Legionella, Mononucleosis, Mycoplasma, Pneumonia, RSV and Tuberculosis. The report provides test volume and sales projections for Hospitals and Commercial/Private Labs.

In addition to market share and sales forecasts, the report:

- Examines market applications of Molecular Diagnostics, Monoclonal Antibodies, Immunoassays, IT and other emerging technologies;

- Reviews features and operating characteristics of major analyzers used for microbiology testing;

- Profiles key suppliers and potential market entrants developing innovative technologies and products; and

- Analyzes emerging opportunities, alternative market penetration strategies, market entry barriers/risks, and strategic planning issues.

## **Methodology**

The report is based on a combination of primary and secondary information sources, including interviews with laboratory directors, and executives of leading diagnostics companies and start-up firms developing innovative products.

In addition to primary sources of information, a comprehensive review of the most recent technical and business publications, manufacturer product and financial literature, as well as VPGMarketResearch's proprietary data files was conducted.

Contains 281 pages and 21 tables

## Contents

### INTRODUCTION

### WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW

#### A. Major Infectious Disease Tests

1. Adenovirus
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
  - d. Adeno-Associated Viruses(AAV)
2. Influenza Viruses
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
3. Legionella
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
4. Mononucleosis
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
5. Mycoplasma
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
6. Pneumonia
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
7. Respiratory Syncytial Virus (RSV)
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
8. Tuberculosis
  - a. Background
  - b. Diagnostic Tests

c. Vaccines and Drugs

B. Instrumentation Review of Leading Analyzers Marketed by Abbott, Beckman Coulter/Danaher, BioMerieux, Ortho-Clinical Diagnostics, Roche, Siemens, Tosoh, Wallac and Other Suppliers

C. 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

## **V. ITALY: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES**

### **MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES**

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

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

### **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

## **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

## **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

Major Companies Developing or Marketing Adenovirus Tests  
Major Companies Developing or Marketing Influenza Tests  
Major Companies Developing or Marketing Legionella Tests  
Major Companies Developing or Marketing Mononucleosis Tests  
Major Companies Developing or Marketing Mycoplasma Tests  
Major Companies Developing or Marketing Pneumonia Tests  
Major Companies Developing or Marketing RSV Tests  
Major Companies Developing or Marketing Tuberculosis Tests  
Italy Adenovirus Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Influenza Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Influenza Testing Market Diagnostics Sales by Major Supplier  
Italy Legionella Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Mononucleosis Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Mononucleosis Testing Market Diagnostics Sales by Major Supplier  
Italy Mycoplasma Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Mycoplasma Testing Market Diagnostics Sales by Major Supplier  
Italy Pneumonia Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy RSV Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy RSV Testing Market Diagnostics Sales by Major Supplier  
Italy Tuberculosis Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy Tuberculosis Testing Market Diagnostics Sales by Major Supplier

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