

# 2016 New Frontiers in the European Automated Microbiology Market: Business Challenges, Emerging Technologies, Competitive Landscape

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## Abstracts

Complete report **\$19,850**. DataPack (test volumes, sales forecasts, supplier shares) **\$12,900**.

“**2016 New Frontiers in the European Automated Microbiology Market**” is VPGMarketResearch’s new five-country strategic analysis of the major business opportunities emerging in the automated microbiology market during the next five years. The report examines key trends in major European countries (France, Germany, Italy, Spain, UK); reviews current and emerging assays; analyzes potential applications of innovative diagnostic technologies; forecasts volume and sales for molecular diagnostic, microbial identification, antibiotic susceptibility, blood culture, urine screening and immunodiagnostic procedures, as well as over 100 infectious disease tests by assay, application, market segment, and country; profiles leading players and potential market entrants; and suggests alternative business expansion strategies for suppliers.

## Rationale

The level of automation in the microbiology laboratory has been lagging behind that of other major clinical laboratory segments, such as chemistry and hematology. The slow acceptance of the technology is in part due to the complexity of developing automation suitable for microbiology tests.

The introduction of automated microbiology instrumentation has been delayed by a number of intrinsic and technical problems. The diffusion of automated microbiology systems, once the technology was developed, has not matched that of other automated

laboratory technologies. The acquisition of automation in microbiology has been slowed by forces less easily identifiable than the effects of various reimbursement plans. Some laboratorians still believe that current instrumentation is not the ultimate technology and expect better automation on the horizon.

The driving force behind the need for rapid reporting of microbiological test results is the clinical relevance in a time of financial austerity, a time when cost and health care effectiveness to the patient and diagnostician looms ever larger, and where after-the-fact results at high expense are coming under severe scrutiny worldwide.

This comprehensive five-country report will assist diagnostics industry executives, as well as companies planning to diversify into the dynamic and rapidly expanding microbiology market, in evaluating emerging opportunities and developing effective business strategies.

### **Geographic Coverage**

France, Germany, Italy, Spain, UK

### **Supplier Shares, Sales and Volume Forecasts**

- Sales and market shares of major suppliers of microbiology products, by country and individual test.
- Five-year test volume and sales forecasts for over 100 microbiology assays by country.
- Test volume estimates by method (molecular, serology/immunodiagnostics, culture/microscopy).

### **European Market Overview**

- Review of the market dynamics, trends, structure, size, growth and major suppliers by country.

- Estimated universe of laboratories performing microbiology testing by country.
- Specimen, test volume and sales forecasts by country.

### **Business Opportunities and Strategic Recommendations**

- Emerging opportunities for new analyzers, 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.

### **Specimen Types**

- Urine
- Sterile Fluids: Blood, Serum, CSF
- Throat Swabs, Respiratory Secretions
- Genital Secretions
- Stool
- Abscess/Wound
- Sputum
- Saliva

### **Applications**

- Microbial Identification
- Antibiotic Susceptibility

- Urine Screening

- Blood Cultures

### **Review of Major Automated Systems**

- Review of major automated molecular diagnostic, multipurpose, specialized, microbial identification, antibiotic susceptibility, blood culture, urine screening, and immunodiagnostic analyzers.

- The report features analyzers manufactured by Abbott, Alifax, Anagen,

BD, Beckman Coulter/Danaher, Biochem, Biolog, bioMerieux, Bio-Rad,

Biotrol, Cepheid, Curetis, GenMark, Hologic/Gen-Probe, HTG, Iris, J&J,

Labsystems, Life Technologies, MiDI, Olympus, Qiagen, Roche, Siemens,

Sy-Lab, Sysmex, Tecan, Thermo Fisher, Tosoh.

### **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, Gonorrhea,

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 and others.

### **Technology Assessment**

- Assessment of molecular diagnostic, monoclonal antibody, immunoassay, and other technologies and their potential applications for the microbiology market.
- Global listings of companies developing or marketing microbiology products by individual test.

### **Competitive Strategies**

- Strategic assessments of major suppliers and start-up firms developing innovative technologies and products, including their sales, product portfolios, marketing tactics, collaborative arrangements, and new products in R&D.
- The companies analyzed in the report include:
  - Abbott
  - Affymetrix
  - Agilent Technologies
  - Applied Gene Technologies

- Arca Biopharma
- Beckman Coulter/Danaher
- Becton Dickinson
- Biokit
- bioMérieux
- Bio-Rad
- Biotest
- Cepheid
- CellMark Forensics/LabCorp
- Decode Genetics
- Diadexus
- Diamedix
- DiaSorin
- Eiken Chemical
- Elitech Group
- Enzo Biochem
- Exact Sciences
- Fujirebio
- Grifols

- Hologic/Gen-Probe
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- Shimadzu

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CAR

CAS

CPT

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ISO-CR

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Fujirebio  
Grifols  
Hologic/Gen-Probe  
Illumina  
ID Biomedical/GSK  
Kreatech/Leica  
Li-Cor Biosciences  
Lonza  
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