

# 2015-2019 New Frontiers in Italian Clinical Chemistry and Immunodiagnostic Markets: Business Challenges, Emerging Technologies, Competitive Landscape

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## Abstracts

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

2015-2019 New Frontiers in Italian Clinical Chemistry and Immunodiagnostic Markets: Business Challenges, Emerging Technologies, Competitive Land scape is VPGMarketResearch's new studyof the major business opportunities emerging in theItalian clinical chemistry and immunodiagnostic markets during the nextfive years. The report explores future trends in theItalian 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.

### ItalyMarket Overview

Estimates of facilities performing clinical chemistry and immunodiagnostic tests.

Test volume and sales projections.

### Strategic Recommendations

New product development opportunities with significant market appeal.

Alternative market penetration strategies.

Potential market entry barriers and risks.

### 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

### 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, Topiramate, 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.

#### 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.

## 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 Laboratories

AdnaGen

Agilent Technologies

Bayer Healthcare

Beckman Coulter/Danaher

Biomedical Diagnostics

BioMerieux

Bio-Rad

DiaSorin

Eiken

Fujirebio

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