

# **2015-2019 Point-of-Care/POC Diagnostic Testing Market: Emerging Opportunities for Instrument and Reagent Suppliers - Competitive Strategies, Market Shares, Country Volume and Sales Segment Forecasts for 300 Tests**

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## **Abstracts**

This new 1, 230-page report from VPGMarketResearch.com contains 343 tables, and provides a comprehensive analysis of the 10 major POC market segments, including their dynamics, size, growth, regulatory requirements, technological trends, competitive landscape, and emerging opportunities for instrument and consumable suppliers. This report will help diagnostic product suppliers develop effective business, R&D and marketing strategies.

### Rationale

The growing economic pressures on hospitals, coupled with advances in diagnostic technologies, intensifying competition among suppliers and physicians, and changing consumer demands are shifting diagnostic testing from hospitals and commercial laboratories closer to the patient.

### Market Segmentation Analysis

Review of the 10 major POC market segments, including their dynamics, trends, structure, size, growth and major suppliers. - Five-year test volume and reagent sales forecasts for over 300 chemistry, immunodiagnostic, microbiology, hematology and coagulation procedures by market segment:- Home/Personal Testing - Physician Offices/Group Practices - Emergency Rooms - Operating/Recovery Suites - ICUs/CCUs - Cancer Clinics - Ambulatory Care Centers - Surgery Centers - Nursing Homes- Birth

Centers and by test category:- Routine and Special Chemistry - Microbiology/Infectious Diseases - Hematology - Flow Cytometry - Coagulation - Immunoproteins-

#### Drugs of Abuse

- TDM- Endocrine Function- Tumor Markers Sales and Market Share Analysis- Sales and market shares of major reagent and instrument suppliers.

#### Current and Emerging Products

- Analysis of over 130 diagnostic procedures. - Review of leading chemistry, immunoassay, hematology and coagulation analyzers, both currently marketed and those in development, including their operating characteristics, features and selling prices.

#### Technology Review

Emerging technologies and their applications for POC testing. - Comprehensive listings of companies developing or marketing POC diagnostic technologies and products, by test.

#### Competitive Assessments

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

#### Strategic Recommendations

Specific opportunities for new POC instruments and reagent systems with potentially significant market appeal during the next five years. - Design criteria for POC testing products. - Alternative business expansion strategies.

Potential market entry barriers and risks. Methodology This report is based on a combination of primary and secondary sources of information, including review of recent technical and business publications, manufacturer product literature, industry analyst reports, and Venture Planning Group's proprietary data files.

Contains 1, 230 pages and 343 tables

Related Reports Competing in the Global Clinical Chemistry and Immunodiagnostic  
Markets Competing in the Global Infectious Disease Testing Market Competing in the  
Global Hematology and Flow Cytometry Market

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Randox  
Roche



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