

2015-2019 U.K. Molecular Blood Typing, Grouping and Infectious Disease NAT Market: Supplier Shares, Sales Forecasts, Innovative Technologies, Competitive Strategies

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Abstracts

Complete report \$6,100. DataPack (test volumes, sales forecasts, supplier shares) \$3,950. 2015-2019 UK Molecular Blood Typing, Grouping and Infectious Disease NAT Market is a new strategic analysis prepared by VPGMarketResearch in order to help current suppliers and potential market entrants identify and evaluate emerging opportunities and assist industry executives in developing effective business, new product development and marketing strategies. Rationale During the next five years, the UK blood banking market is expected to undergo significant transformation, which will result from the convergence of several trends, including more stringent regulations; advances in diagnostic technologies, IT, system engineering and automation; and intensifying competition. Some segments will start resembling commodity markets, where product positioning and differentiation are more critical than underlying technology. The changes in the marketplace will create exciting opportunities for new instruments and reagent systems, as well as auxiliary products, such as specimen preparation devices, controls, calibrators, and innovative IT applications.

Strategic Recommendations

New product development opportunities with significant market appeal.

Alternative market penetration strategies.

Potential market entry barriers and risks.

The report explores future marketing and technological trends in the UK; provides estimates of the test volume, instrument placements and sales; compares features of major automated and semi-automated analyzers; profiles leading and emerging competitors; and identifies specific product and market opportunities facing suppliers during the next ten years. Blood Typing and Grouping Tests ABO, Antibody Panels, Antibody Screening/Indirect Antiglobulin, Antigen Typing (C, c, Duffy, E, e, I, i, Kell, Kidd, Le a, b, MN, P, S, s), Antiglobulin (Direct, C3 + IgG, IgG, C3), Crossmatching (Immediate Spin, Full Crossmatch), Rh (D, Du). Infectious Disease Screening Tests AIDS (HIV NAT, HIV-1/2), Cytomegalovirus, Hepatitis (HAV NAT, HBV NAT, HBs Ag, Anti-HBc, HCV NAT, HCV, ALT/SGPT), HTLV-I/II, Parvovirus B19 NAT, Syphilis, West Nile Virus NAT. Sales and Market Share Analysis Sales and market share estimates of leading suppliers of blood banking of reagents and instruments, by individual product. Competitive Assessments Strategic assessments of major suppliers and emerging market entrants, including their sales, product portfolios, marketing tactics, and new products in R&D. Market Segmentation Analysis- Comprehensive market segmentation analysis, including review of the market dynamics, trends, structure, size, growth, and key suppliers. - Test volume and sales forecasts for over 40 blood banking tests, including NAT, by market segment:- Blood Centers- Hospitals- Commercial/Private Laboratories Current and Emerging Products- Analysis of current and emerging blood banking tests. - Review of automated and semi-automated analyzers, including their operating characteristics, features, and selling prices. Technology Review- Assessment of current and emerging technologies, and their potential applications for the blood banking market. - Comprehensive lists of companies developing or marketing new technologies and products by test. Contains 422 pages and 39 tables

Contents

1. INTRODUCTION

2. WORLDWIDE TECHNOLOGY AND MARKET OVERVIEW

A. Major Blood Typing, Grouping and Infectious Disease Screening Tests

1. BLOOD TYPING AND GROUPING TESTS

- a. ABO
- b. Antibody Panels
- c. Antibody Screening
- d. Antigen Typing
- e. Antiglobulin Test
- f. Crossmatch
- g. HLA Typing
- h. Rh
- i. Other Blood Groups

2. BLOOD GROUP GENOTYPING

- a. PCR
- b. PCRRFLP
- c. ASPCR or PCRSSP
- d. Multiplex PCR
- e. Real Time PCR
- f. Sanger DNA Sequencing
- g. Pyrosequencing
- b. Microarrays
 - BeadChip Array
 - BloodChip
 - Genome Lab SNP Stream
 - Fluidic Microarray Systems
 - TaqMan OpenArray
 - MALDITOFMS
 - MiniSequencing

3. INFECTIOUS DISEASE SCREENING TESTS

- a. AIDS
 - Structure and Composition
 - Classification
 - Origin of AIDS
 - Animal Lentivirus Systems

Virus Receptors
HIV Infections in Humans
Pathogenesis & Pathology
Overview of Course of HIV Infection
CD4T Lymphocytes and Memory Cells
Monocytes and Macrophages
Lymphoid Organs
Neural Cells
Viral Coinfections
Clinical Findings
Plasma Viral Load
Pediactric AIDS
Neurologic Disease
Opportunistic Infections
Protozoa
Fungi
Bacteria
Viruses
Cancer
Immunity
Laboratory Diagnosis
Virus Isolation
Serology
Detection of Viral Nucleic Acid or Antigens
Epidemiology
Worldwide Spread of AIDS
United States
Routes of Transmission
Prevention, Treatment, And Control
Antiviral Drugs
Vaccines Against HIV
Transmission of HIV in Blood Products
HIV Transmission in Transplant and Artificial Insemination Recipients
Diagnostic Tests
Enzyme Immunoassay Interpretation
Specificity, Sensitivity, and Predictive Value of Enzyme Immunoassay
Competition Assays
Western Blot Technique
ImmunoFluorescence Assay (IFA)

- Radioimmunoprecipitation
- HIV1/HIV2 Combination Testing
- Methods of HIVAntigen Detection
- Antigen Assays and Blood Screening
- Urine Tests
- DNA Probes
- Overview
- Quantitative Polymerase Chain Reaction
- In Situ PCR
- Needed Improvements
- Viral Load/Drug Resistance Testing
- Genotype and Phenotype Testing
- Blood Banking Considerations
- b. Hepatitis
 - Hepatitis A
 - Hepatitis B
 - Structure and Composition
 - Replication of Hepatitis B Virus
 - Hepatitis C
 - Hepatitis D (Delta Hepatitis)
 - Hepatitis E
 - Hepatitis G
 - Hepatitis Virus Infections In Humans
 - Pathology
 - Clinical Findings
 - Laboratory Features
 - Hepatitis A
 - Hepatitis B
 - Hepatitis C
 - Hepatitis D
 - Hepatitis E
 - VirusHost Immune Reactions
 - Epidemiology
 - Hepatitis A
 - Hepatitis B
 - Hepatitis C
 - Hepatitis D (Delta Agent)
 - Vaccines and Drugs
- c. Cytomegalovirus

- Background
- Chorioretinitis
- Gastrointestinal
- Central Nervous System Disease
- Diagnostic Tests
- Vaccines and Drugs
- d. Syphilis
 - Background
 - Diagnostic Tests
 - Vaccines and Drugs
- e. West Nile Virus
 - Background
 - Clinical Syndromes
 - Diagnostic Tests
 - Vaccines and Drugs
- f. Parvovirus B19
 - Microbiology
 - Epidemiology
 - Clinical Syndromes
 - Erythema Infectiosum Slapped (cheek)
 - Adult Polyarthropathy
 - Transient Aplastic Crisis
 - Transient Pancytopenia
 - Red Cell Aplasia in the Immunocompromised
 - Perinatal Infections
 - Diagnosis
 - Treatment
- g. CreutzfeldtJakob's Disease
 - Background
 - Transmission
 - Diagnostic Tests
 - Major Commercial and Academic Players
 - Bayer
 - Disease Sciences/BioTec Global
 - Imperial College School of Medicine
 - OrthoClinical Diagnostics
 - Pall
 - ProMetic Life Sciences
 - Proteome Sciences/Idexx

QOne Biotech

Serono

U.S. Agricultural Research Service

Drugs

Vaccines

h. Malaria

i. Chagas Disease

j. Babesiosis

4. PATHOGEN REDUCTION

5. LEUKOCYTE REDUCTION

Background

Methods

B. INSTRUMENTATION REVIEW: Operating Characteristics, Features and Selling Prices of Leading Automated and Semiautomated Analyzers Manufactured by:

Abbott

Beckman Coulter/Danaher

Becton Dickinson

BioRad

BioMerieux

Cepheid

Curtis Unyvero

GenProbe/Hologic

GenMark

Grifols

HTG

Immucor

Life Technologies

Nanosphere

OrthoClinical Diagnostics

Qiagen

Roche

Sarstedt

Siemens

Tecan

C. Major in Vitro Diagnostic Technologies And Their Potential Applications

1. MOLECULAR DIAGNOSTICS

a. Overview

b. NAT

2. MONOCLONAL AND POLYCLONAL ANTIBODIES

3. IMMUNOASSAYS

- a. Technological Principle
- b. Chemiluminescence
- c. Enzyme Immunoassays (EIA)

Overview

ELISA

EMIT

Electrochemical

- d. Radioimmunoassays (RIA)

- e. Immunoprecipitation

- f. Affinity Chromatography

4. MICROTITRATION PLATES

5. IT AND AUTOMATION

6. LASERS

7. ROBOTICS

8. SYNTHETIC RED CELL SUBSTITUTES

9. GENETICALLY ENGINEERED BLOOD COMPONENTS

- a. Albumin
- b. Factor VIII
- c. Alpha2 Antiplasmin
- d. Antithrombin III
- e. Factor IX
- f. Von Willebrand's Factor
- g. Fibrinogen
- h. tPA

10. BLOOD PRESERVATION

11. AUTOLOGOUS BLOOD TRANSFUSION/FREEZING

3. U.K.

A. Executive Summary

B. Business Environment

C. Market Structure

D. Market Size, Growth and Major Supplier Sales and Market Shares for Blood Typing, Grouping and Infectious Disease Screening Tests

4. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES

A. Molecular Blood Typing and Grouping

- B. Infectious Disease Screening
- C. Auxiliary

5. ALTERNATIVE MARKET PENETRATION STRATEGIES

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts

6. POTENTIAL MARKET ENTRY BARRIERS AND RISKS

- A. Market Maturity
- B. Cost Containment
- C. Competition
- D. Technological Edge and Limitations
- E. Patent Protection

7. COMPETITIVE ASSESSMENTS

Abbott
Beckman Coulter/Danaher
Becton Dickinson
Biokit
BioMerieux
BioRad
CellMark Forensics/LabCorp
Diagast
DiaSorin
Fujirebio
Hologic/GenProbe
Grifols
Immucor
OrthoClinical Diagnostics
Proteome Sciences
Quest Diagnostics
Quidel
Roche
Siemens
Tecan

Thermo Fisher

List Of Tables

LIST OF TABLES

Major Companies Developing or Marketing Blood Typing and Grouping Tests
Major Companies Developing or Marketing HLA Typing Tests
Major Companies Developing or Marketing AIDS Tests
Major Companies Developing or Marketing Hepatitis Tests
Major Companies Developing or Marketing CMV Tests
Major Companies Developing or Marketing Syphilis Tests
Major Companies Developing or Marketing Blood Bank Analyzers
Executive Summary Table: U.K., Total Blood Bank Test Volume and Reagent Sales Forecast by Test Category
U.K., Facilities Performing Blood Bank Tests by Market Segment
U.K., Hospital Laboratories Performing Blood Bank Tests by Bed Size
U.K., Commercial/Private Laboratories Performing Blood Bank Tests by Annual Test Volume
U.K., All Market Segments Blood Typing and Grouping Test Volume Forecast by Market Segment
U.K., All Market Segments Blood Typing and Grouping Test Volume Forecast
U.K., Hospital Laboratories Blood Typing and Grouping Test Volume Forecast
U.K., Blood Banks Blood Typing and Grouping Test Volume Forecast
U.K., Commercial/Private Laboratories Blood Typing and Grouping Test Volume Forecast
U.K., All Market Segments Infectious Disease Screening Test Volume Forecast by Market Segment
U.K., All Market Segments Infectious Disease Screening Test Volume Forecast
U.K., Blood Banks Infectious Disease Screening Test Volume Forecast
U.K., Hospital Laboratories Infectious Disease Screening Test Volume Forecast
U.K., Commercial/Private Laboratories Infectious Disease Screening Test Volume Forecast
U.K., All Market Segments Blood Typing And Grouping Reagent Market Forecast By Market Segment
U.K., All Market Segments Blood Typing And Grouping Reagent Market Forecast by Major Test
U.K., Hospital Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test
U.K., Blood Banks Blood Typing and Grouping Reagent Market Forecast by Major Test
U.K., All Market Segments Infectious Disease Screening Reagent Market Forecast By

Market Segment

U.K., All Market Segments Infectious Disease Screening Reagent Market Forecast
Segment By Test

U.K., Blood Banks Infectious Disease Screening Reagent Market Forecast by Test

U.K., Hospital Laboratories Infectious Disease Screening Reagent Market Forecast By
Test

U.K., Commercial/Private Laboratories Infectious Disease Screening Reagent Market
Forecast by Test

U.K., Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales and
Market Shares

U.K., HIV1/2 Blood Screening Market, Reagent Sales by Major Supplier

U.K., Hepatitis Blood Screening Market, Reagent Sales by Major Supplier

U.K., Syphilis Blood Screening Market, Reagent Sales by Major Supplier

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