

# **2015-2019 US Hematology and Flow Cytometry Market: Emerging Opportunities and Growth Strategies for Instrument and Reagent Suppliers**

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## **Abstracts**

Complete report \$9,850. DataPack (test volumes, sales forecasts, supplier shares) \$6,400.

### **Summary**

This comprehensive report contains 275 pages, 36 tables, and is designed to help current suppliers and potential market entrants identify and evaluate business opportunities emerging in US hematology and flow cytometry markets during the next five years. The report explores business and technological trends in the US hematology and flow cytometry markets; provides market share estimates, test volume forecasts, and instrument placements; compares features of major analyzers; profiles leading competitors and emerging market entrants; and suggests specific product and marketing opportunities facing suppliers. Hematology Tests CBC + 5-Part Differential, Manual Differential/Review, Hematocrit (Automated, Manual), Hemoglobin (Automated, Manual), Sedimentation Rate, Reticulocytes, WBC (Automated, Manual), Platelets (Automated, Manual), Bone Marrow Analysis, RBC, Eosinophils. Flow Cytometry Tests Cell Surface Markers (CD4/CD8/T&B Lymphocytes, CD34, Others), Chemotherapy Monitoring (Leukemia/Lymphoma, Others), HLA Typing, Sperm Analysis, Cell Cycle Kinetics, Cell Function Testing, Chromosomal Abnormalities, Fetal Cell Analysis, Granulocyte Function, Receptor DNA/RNA Analysis, Cell Culturing. Sales and Market Share Analysis- Sales and market shares of major instrument and reagent suppliers.

### **Competitive Assessments**

Extensive strategic profiles of major suppliers and emerging market entrants. Market

Segmentation Analysis- Sales and market share estimates for leading suppliers of hematology and flow cytometry products. - Test and sales forecasts for over 40 procedures by individual test and market segment:

Hospitals

Commercial/Private Laboratories

Physician Offices/Group Practices

#### Current and Emerging Products

Analysis of current and emerging hematology and flow cytometry tests- Reagent and instrument sales forecasts by market segment- Instrument placements and installed base by manufacturer and model- Sales and market shares of reagent and instrument suppliers 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. Strategic Recommendations- New product development opportunities with significant market appeal. - Alternative market penetration strategies. - Potential market entry barriers and risks. Contains 275 pages and 36 tables

## Contents

### I. INTRODUCTION

### II. WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW

#### A. Major Routine and Special Hematology Tests

1. Introduction
2. CBC Analysis
  - a. Hemoglobin Concentration
  - b. Hematocrit Determination
  - c. Red Blood Cell Count
  - d. Red Cell Indices

MCV

RDW

MCHC

CHCM

HDW

MCH

- e. Red Cell Size Histograms
  - f. Platelets

Platelet Count

Platelet Size/MPV

PDW

Automated Systems

- g. Reticulocytes

#### 3. White Blood Cell Analysis

- a. WBC Count
  - b. Five-Partial Differential Major Suppliers

Abbott

Beckman Coulter/Danaher

Siemens

Sysmex

- c. Pattern Recognition Systems

IRIS

- d. Comparison of Major Differential Analyzers

#### 4. Reticulocytes

#### 5. Platelet Function Tests

#### 6. Erythrocyte Sedimentation Rate/CRP

7. Red Cell Analysis
8. 2, 3 DPG
9. Red Cell Deformability
10. Neutrophil Function Tests
11. Semen Analysis
12. Bone Marrow Analysis
13. Urinalysis

## B. Major Flow Cytometry Applications

1. Cell Surface Markers
  - a. Lymphocyte Subclassification CD4/CD8

### Instrumentation and Reagent Test Kits

BD

Beckman Coulter/Danaher

T Cells Diagnostics

- b. Other Cell Markers
2. DNA Content Analysis
3. RNA Content Analysis
4. Chemotherapy Monitoring
5. Cell Cycle Analysis
6. Chromosome Analysis
7. Fetal Cell Analysis
8. HLA Typing
9. Microbiology
10. Protein Content Analysis
11. Multiparameter Analysis
12. Other Applications

## C. Instrumentation Review

1. Hematology Analyzers
  - a. Overview

Electrical Aperture-Impedance Analyzers

Light Scatter Analyzers

- b. System Review

Abbott

Beckman Coulter/Danaher

Biocode Hycel

Drew-Scientific

Horiba

Menarini

Nihon Kohden

Siemens

Sysmex

2. Flow Cytometers

a. Introduction

b. System Overview

Becton Dickinson

Beckman Coulter/Danaher

3. Platelet Aggregometers

4. Sedimentation Rate Analyzers

Diesse Ves Matic

Polymedco

D. Current Market Needs and Future Demand For Hematology Analyzers

E. Reagents and Controls

F. Current and Emerging Technologies

1. Information Technologies

2. Automation and Robotics

3. Lasers

4. Artificial Intelligence

5. Monoclonal Antibodies

6. Molecular Diagnostics

7. Microdrop Technology

## **IX. U.S.**

A. Executive Summary

B. Business Environment

1. Health Care Expenditures

2. Cost Consciousness

3. Reimbursement

4. Industry Consolidation

5. Managed Care

a. HMO

b. PPO

6. Hospitals

7. Admissions

8. Length of Stay

9. Industry Diversification

10. Physician Demographics

11. Population Aging

- a. Chronic Illness
- b. Disease Incidence
- c. Susceptibility to Iatrogenesis
- d. Multiple Illness Cases

#### 12. Laboratory Regulations

#### C. Market Structure

D. Market Size, Growth and Major Suppliers' Instrument Placements, Installed Base, Sales and Market Shares

### **X. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES**

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

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

### **XII. ALTERNATIVE MARKET PENETRATION STRATEGIES**

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts
- D. Distribution Strategies for the Decentralized Testing Markets
  - 1. Four Marketing Approaches
  - 2. Product Complexity Factor
  - 3. Customer Preference Factor
  - 4. Established Suppliers
  - 5. Emerging Suppliers
  - 6. Major Types of Distributors
  - 7. Market Segmentation Factor

### **XIII. 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

#### **XIV. COMPETITIVE ASSESSMENTS**

Abbott

Beckman Coulter/Danaher

Becton Dickinson

Bio-Rad

CellaVision

Dako

Horiba

Iris

Nihon Kohden

Ortho-Clinical Diagnostics

Roche

Siemens

Sysmex

#### **XV. APPENDIX: MAJOR UNIVERSITIES AND RESEARCH CENTERS DEVELOPING HEMATOLOGY/FLOW CYTOMETRY TECHNOLOGIES AND APPLICATIONS**

## List Of Tables

### LIST OF TABLES

Summary Table I: U.S., All Market Segments, Total Hematology and Flow Cytometry Specimen Volume Forecast

Summary Table II: U.S., All Market Segments, Total Hematology and Flow Cytometry Test Volume Forecast

Summary Table III: U.S., All Market Segments, Total Hematology and Flow Cytometry Market Forecast

U.S., Laboratories Performing Hematology/Flow Cytometry Testing By Market Segment

U.S., Hospital Laboratories Performing Hematology and Flow Cytometry Tests By Bed Size

U.S., Commercial/Private Laboratories Performing Hematology/Flow Cytometry Tests By Annual Test Volume

U.S., Physician Offices/Group Practices Performing Hematology/Flow Cytometry Tests By Annual Test Volume

U.S., Total Routine Hematology Specimen Volume Forecast By Market Segment

U.S., Total Flow Cytometry and Special Hematology Specimen Volume Forecast By Market Segment

U.S., Hospital Laboratories, Hematology And Flow Cytometry Specimen Volume Forecast

U.S., Physician Offices/Group Practices, Hematology And Flow Cytometry Specimen Volume Forecast

U.S., Commercial/Private Laboratories, Hematology and Flow Cytometry Specimen Volume Forecast

U.S., Total Routine Hematology Test Volume Forecast By Market Segment

U.S., Total Flow Cytometry and Special Hematology Test Volume Forecast By Market Segment

U.S., All Market Segments, Total Routine Hematology Test Volume Forecast

U.S., Hospital Laboratories, Routine Hematology Test Volume Forecast

U.S., Commercial/Private Laboratories, Routine Hematology Test Volume Forecast

U.S., Physician Office Laboratories, Routine Hematology Test Volume Forecast

U.S., All Market Segments, Flow Cytometry and Special Hematology Test Volume Forecast

U.S., Hospital Laboratories, Flow Cytometry and Special Hematology Test Volume Forecast

U.S., Commercial/Private Laboratories, Flow Cytometry and Special Hematology Test Volume Forecast

U.S., Physician Office Laboratories, Flow Cytometry and Special Hematology Test  
Volume Forecast

U.S., Major Hematology Analyzers, Estimated Placements and Installed Base

U.S., Major Flow Cytometers, Estimated Placements and Installed Base

U.S., Total Hematology Market By Market Segment Forecast

U.S., Hematology Instrument Market By Markets Segment Forecast

U.S., Hematology Consumable Market By Market Segment Forecast

U.S., Total Flow Cytometry Market Forecast By Market Segment

U.S., Flow Cytometry Consumable Market Forecast By Market Segment

U.S., Flow Cytometry Instrument Market Forecast By Market Segment

U.S., Total Hematology Market By Major Supplier

U.S., Hematology Instrument Market By Major Supplier

U.S., Hematology Consumable Market By Major Supplier

U.S., Total Flow Cytometry Market By Major Supplier

U.S., Total Flow Cytometry Consumable Market By Major Supplier

U.S., Total Flow Cytometry Instrument Market By Major Supplier

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