

2015-2019 Future Horizons and Growth Strategies in the European Molecular Diagnostics Market: Supplier Shares and Country Forecasts

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Abstracts

This new 1,273-page comprehensive five-country report from VPGMarketResearch is designed to help current suppliers and potential market entrants identify and evaluate the major business opportunities emerging in the European molecular diagnostics market during the next five years. The report explores business and technological trends in major European countries (France, Germany, Italy, Spain, UK); provides 5-year test volume/sales forecasts; estimates shares of leading competitors; compares features of major analyzers; profiles leading market players; and identifies specific product and business opportunities facing instrument and consumable suppliers during the next five years.

The \$4.5 billion molecular diagnostics market is unquestionably the most rapidly growing segment of the in vitro diagnostics industry. The next five years will witness significant developments in reagent systems and automation, as well as introduction of a wide range of new products that will require innovative marketing approaches. The rate of market penetration into routine clinical laboratories, however, will depend on the introduction of and cost-effective automated systems with amplification methods.

In order to successfully capitalize on the opportunities presented by the molecular diagnostics market, many companies are already exploiting new technologies as corporate strategic assets, managed in support of business and marketing strategies. Integrating new technology planning with business and corporate strategies will be one of the most challenging tasks for diagnostics companies during the next five years.

Contents

I. INTRODUCTION

II. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES

- A. Instrumentation
- B. Reagent Kits and Test Systems/panels
- C. Computers, Software and Automation
- D. Auxiliary Products

III. DESIGN CRITERIA FOR DECENTRALIZED TESTING PRODUCTS

IV. ALTERNATIVE MARKET PENETRATION STRATEGIES

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts
- D. Distribution Strategies For Decentralized Testing Markets

V. 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

VI. WORLDWIDE MARKET AND TECHNOLOGY REVIEW

- A. DNA Sequencing
 - 1. Introduction
 - 2. Sequencing Methods
 - 3. Autoradiography
 - 4. The Human Genome Project
 - 5. Sequencing Automation
 - 6. Image Scanners

7. Fluorescent Detection
8. Gene Profiling
9. Gene Expression
10. Polymorphism Screening
11. Protein Interaction Networks
- B. DNA and RNA Probe Technologies
 1. Basic Principles
 2. Probe Preparation
 3. The DNA Probe Test
 4. Test Formats
 5. Labeling Techniques
 6. Amplification Methods
- C. Detection Technologies
 1. Radioactive Methods
 - a. Overview
 - b. Major Isotopes
 - P-32
 - S-35
 - H-3
 - I-125
 2. Non-Isotopic Methods
 - a. Enzymatic Labels
 - b. Chemical Labeling
 - Indirect Chemical Labeling
 - Direct Chemical Labeling
 - c. Fluorescence
 - d. Chemiluminescence
 - e. Electrical Conductivity
- D. Molecular Diagnostic Instrumentation Review
 1. Abbott LCx
 2. Beckman Coulter/Biomek FK
 3. BD Viper System with XTR Technology
 4. BD Innova
 5. Becton Dickinson SDA
 6. bioMerieux NucliSENS easyMAG
 7. bioMerieux NucliSENS easyQ and MiniMAG
 8. Bio-Rad GeneScope
 9. Cepheid GeneXpert
 10. Curetis Unyvero

11. GenMark Dx eSensor XT-8
12. Hologic/Gen-Probe Panther
13. Hologic/Gen-Probe Tigris/DTS
14. HTG Molecular Edge
15. Life Technologies QuantStudio Dx
16. Qiagen QIASymphony RGQ
17. Roche Cobas Amplicor
18. Roche Cobas TaqMan
19. Roche Cobas TaqMan
20. Roche Cobas TaqMan AmpliPrep
21. Roche LighCycler
22. Roche Cobas 4800
23. Roche Cobas s
24. Siemens Versant
25. Tecan LS Series

E. Biochips: Genosensors, Microarrays, and Labs-on-the-Chip

Liquid Transportation and Mixing

Separation

Reaction

Detection

F. Pharmacogenomics

G. Major Applications

1. Microbiology/Infectious Diseases

a. Overview

b. Major Infectious Diseases

AIDS: HIV/HIV-1/2/Combo, HIVAg/HIV NAT, Western Blot, HTLV-I/II

Adenovirus

Aeromonas

Anthrax/Bacillus Anthracis

Arboviruses

Babesiosis

Bacillary Epithelioid Angiomatosis (BEA) and Other Bartonella (Rochalimaea)

Blastocystis Hominis

Brucella

Campylobacter

Candida

Chagas Disease

Chancroid

Chlamydia

Clostridium Difficile
Coronaviruses
Coxsackieviruses
Creutzfeldt-Jakob's Disease
Cryptosporidium Parvum
Cyclospora Cayetanensis
Cytomegalovirus
Ebola Virus
E. Coli
EchoVirus
Encephalitis
Enteroviruses
Epstein-Barr Virus
Giardia Lamblia
Gonorrhea
Granuloma Inguinale
Hantavirus
Helicobacter Pylori
Hepatitis: HAV NAT, HBV NAT, HBs Ag, HCV, HCV NAT, Anti-HBc, Anti-HBs, Anti-HAV, Hepatitis Delta, HBc Ag, HBe Ag, ALT/SGPT
Herpes Simplex Virus
Human Herpes Virus-6 (HHV-6)
Influenza Viruses
Legionella
Lyme Disease
Lymphogranuloma Venereum (LGV)
Malaria
Measles (Rubeola)
Meningitis
Microsporidium
Mononucleosis
Mumps
Mycoplasma
Papillomaviruses
Parvovirus B19
Pneumonia
Polyomaviruses
Pseudomonas Aeruginosa
Rabies

Respiratory Syncytial Virus (RSV)

Rhinoviruses

Rotavirus

Rubella

Salmonellosis

Septicemia

Shigellosis

Staphylococcus Aureus

Streptococci

Syphilis

Toxoplasmosis

Trichomonas Vaginalis

Tuberculosis

Vibrio

West Nile Virus

Yersina

2. Cancer Testing

a. Overview

b. Major Cancer Types

Prostate

Lung

Colon and Rectum

Breast

Skin

Uterine

Leukemia

Oral

c. Oncogenes

Abl/abl-bcr

AIB1

BCL-2

BRCA1

CD44

C-fos

C-myb

C-myc

CYP17

Erb-B

HPC1

N-myc

P40

P51

P53

PIK3CA

PTI-1

Ras

Reg

Sis

Src

3. Genetic Diseases

a. Overview

b. Nucleic Acid Amplification

c. Chromosome Imaging

d. Genomics Technologies

e. Proteomics Technologies

f. Current Pharmacogenomic Tests

g. Future Pharmacogenomic Testing

h. Major Diseases

Achondroplasia

Autosomal Dominant Polycystic Kidney Disease

Cancer

Cosmetogenomics

Cystic Fibrosis

Down's Syndrome

Duchenne and Becker Muscular Dystrophy

Factor V (Leiden)

Factor IX Deficiency

Fragile X Syndrome

Heart Disease

Hemochromatosis

Hemophilia

Huntington's Disease

Maternal-Fetal Incompatibility

Multiple Endocrine Neoplasia

Phenylketonuria (PKU)

Polycystic Kidney Disease (PKD)

Prenatal Screening

Retinitis Pigmentosa

- Retinoblastoma
- Sickle Cell Anemia
- Spinal Muscular Atrophy
- Vitamin B12 Metabolism
- i. Social Issues and Concerns
- 4. Forensic Testing
 - a. Overview
 - b. Multilocus and Single Locus Probes
 - Multilocus Probes
 - Single Locus Probes
 - PCR and RFLP
 - c. The FBI
 - d. DNA Profile Data Banks
 - U.S.A.
 - U.K.
 - e. Judicial Implementation
 - f. Major Crime Categories
 - g. Factors Contributing to the DNA Probe Market Expansion
 - Technology Availability
 - Use of Hair as Evidence
 - h. Wildlife Forensics
- 5. Paternity Testing/HLA Typing
- 6. Other Applications
 - a. Disease Susceptibility Testing
 - b. Cardiovascular Diseases
 - c. Diabetes
 - d. Alzheimer's Disease
 - e. Periodontal Disease
 - f. Plasma Purification
 - g. Organ Transplantation
 - h. Water Contamination
 - i. Other
- H. Competing/complementing
 - 1. Monoclonal Antibodies/Immunoassays
 - 2. RNA Probes
 - 3. Two-Dimensional Electrophoresis
 - 4. Flow Cytometry

VII. FRANCE MOLECULAR DIAGNOSTICS MARKET

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

VIII. GERMANY MOLECULAR DIAGNOSTICS MARKET

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

IX. ITALY MOLECULAR DIAGNOSTICS MARKET

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

X. SPAIN MOLECULAR DIAGNOSTICS MARKET

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

XI. U.K. MOLECULAR DIAGNOSTICS MARKET

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

XII. COMPETITIVE ASSESSMENTS

Abbott
Affymetrix
Agilent Technologies
Applied Gene Technologies
Arca Biopharma
Beckman Coulter/Danaher
Becton Dickinson
Biokit
bioMerieux
Bio-Rad
Biotest
Cepheid
CellMark Forenciscs/LabCorp
Decode Genetics
Diadexus
Eiken
Elitech Group
Enzo
Exact Sciences
Fujirebio
Grifols
Hologic/Gen-Probe
Illumina
Kreatech
Li-Cor Biosciences
Monogram Biosciences/LabCorp
Myriad Genetics
Ortho-Clinical Diagnostics
Perkin Elmer/Caliper
Proteome Sciences
Qiagen
Roche
Scienion
Sequenom
Shimadzu
Siemens
Sierra Molecular

Takara Bio
Tecan Group
Thermo Fisher

XIII. APPENDIX: MAJOR UNIVERSITIES AND RESEARCH CENTERS DEVELOPING MOLECULAR DIAGNOSTIC TECHNOLOGIES

List Of Tables

LIST OF TABLES

Major Companies Developing or Marketing AIDS Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Adenovirus Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Bartonella Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Campylobacter Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Candida Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Chlamydia Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Clostridium Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Coronavirus Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Cryptosporidium Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing CMV Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Echovirus Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Enterovirus Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing EBV Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Giardia Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Gonorrhea Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Hantavirus Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Helicobacter Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Hepatitis Molecular Diagnostic and Other

Direct Identification Tests

Major Companies Developing or Marketing Herpes Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Influenza Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Legionella Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Lyme Disease Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Measles Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Meningitis Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Mononucleosis Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Mumps Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Mycoplasma Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Pneumonia Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing RSV Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Rotavirus Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Rubella Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Salmonella Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Septicemia Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Shigella Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Streptococci Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Syphilis Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Toxoplasmosis Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Trichomonas Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Tuberculosis Molecular Diagnostic and Other Direct Identification Tests

Oncogenes Potential Application in Cancer Diagnosis

Major Companies Developing or Marketing Cancer Molecular Diagnostic Tests

Major Companies Developing or Marketing Molecular Diagnostic Tests For Genetic Diseases

France Molecular Diagnostics Test Volume And Sales By Major Application

France Laboratories Performing DNA Sequencing By Market Segment

France Molecular Diagnostics Market Potential Laboratory Universe by Market Segment

France Molecular Diagnostics Test Volume By Major Application

France Major Infectious Disease Test Volume by Assay

France Major Infectious Disease Test Volume by Method

France Molecular Diagnostics Market By Major Application

France Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers

France Major Infectious Disease Diagnostics Market by Assay

France AIDS Testing Market Estimated Sales by Major Supplier

France Adenovirus Testing Market Estimated Sales by Major Supplier

France Chlamydia Testing Market Estimated Sales by Major Supplier

France CMV Testing Market Estimated Sales by Major Supplier

France Gonorrhea Testing Market Estimated Sales by Major Supplier

France Hepatitis Testing Market Estimated Sales by Major Supplier

France Hepatitis C Testing Market Estimated Sales by Major Supplier

France HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier

France Herpes Testing Market Estimated Sales by Major Supplier

France Influenza Testing Market Estimated Sales by Major Supplier

France Meningitis Testing Market Estimated Sales by Major Supplier

France Mycoplasma Testing Market Estimated Sales by Major Supplier

France RSV Testing Market Estimated Sales by Major Supplier

France Shigella Testing Market Estimated Sales by Major Supplier

Germany Molecular Diagnostics Test Volume And Sales By Major Application

Germany Laboratories Performing DNA Sequencing By Market Segment

Germany Molecular Diagnostics Market Potential Laboratory Universe by Market Segment

Germany Molecular Diagnostics Test Volume By Major Application

Germany Major Infectious Disease Test Volume by Assay

Germany Major Infectious Disease Test Volume by Method

Germany Molecular Diagnostics Market By Major Application
Germany Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers
Germany Major Infectious Disease Diagnostics Market by Assay
Germany AIDS Testing Market Estimated Sales by Major Supplier
Germany CMV Testing Market Estimated Sales by Major Supplier
Germany EBV Testing Market Estimated Sales by Major Supplier
Germany Gonorrhea Testing Market Estimated Sales by Major Supplier
Germany Hepatitis Testing Market Estimated Sales by Major Supplier
Germany Hepatitis C Testing Market Estimated Sales by Major Supplier
Germany HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier
Germany Herpes Testing Market Estimated Sales by Major Supplier
Germany Influenza Testing Market Estimated Sales by Major Supplier
Germany Meningitis Testing Market Estimated Sales by Major Supplier
Germany Mycoplasma Testing Market Estimated Sales by Major Supplier
Germany Pneumonia Testing Market Estimated Sales by Major Supplier
Germany RSV Testing Market Estimated Sales by Major Supplier
Germany Rotavirus Testing Market Estimated Sales by Major Supplier
Italy Molecular Diagnostics Test Volume And Sales By Major Application
Italy Laboratories Performing DNA Sequencing By Market Segment
Italy Molecular Diagnostics Market Potential Laboratory Universe by Market Segment
Italy Molecular Diagnostics Test Volume By Major Application
Italy Major Infectious Disease Test Volume by Assay
Italy Major Infectious Disease Test Volume by Method
Italy Molecular Diagnostics Market By Major Application
Italy Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers
Italy Major Infectious Disease Diagnostics Market by Assay
Italy AIDS Testing Market Estimated Sales by Major Supplier
Italy CMV Testing Market Estimated Sales by Major Supplier
Italy Gonorrhea Testing Market Estimated Sales by Major Supplier
Italy Hepatitis Testing Market Estimated Sales by Major Supplier
Italy Hepatitis C Testing Market Estimated Sales by Major Supplier
Italy HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier
Italy Herpes Testing Market Estimated Sales by Major Supplier
Italy Influenza Testing Market Estimated Sales by Major Supplier
Italy Meningitis Testing Market Estimated Sales by Major Supplier
Italy Mycoplasma Testing Market Estimated Sales by Major Supplier
Italy RSV Testing Market Estimated Sales by Major Supplier

Spain Molecular Diagnostics Test Volume And Sales By Major Application
Spain Laboratories Performing DNA Sequencing By Market Segment
Spain Molecular Diagnostics Market Potential Laboratory Universe by Market Segment
Spain Molecular Diagnostics Test Volume By Major Application
Spain Major Infectious Disease Test Volume by Assay
Spain Major Infectious Disease Test Volume by Method
Spain Molecular Diagnostics Market By Major Application
Spain Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers
Spain Major Infectious Disease Diagnostics Market by Assay
Spain AIDS Testing Market Estimated Sales by Major Supplier
Spain Chlamydia Testing Market Estimated Sales by Major Supplier
Spain CMV Testing Market Estimated Sales by Major Supplier
Spain Gonorrhea Testing Market Estimated Sales by Major Supplier
Spain Hepatitis Testing Market Estimated Sales by Major Supplier
Spain Hepatitis C Testing Market Estimated Sales by Major Supplier
Spain HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier
Spain Herpes Testing Market Estimated Sales by Major Supplier
Spain Influenza Testing Market Estimated Sales by Major Supplier
Spain Meningitis Testing Market Estimated Sales by Major Supplier
Spain Mycoplasma Testing Market Estimated Sales by Major Supplier
U.K. Molecular Diagnostics Test Volume And Sales By Major Application
U.K. Laboratories Performing DNA Sequencing By Market Segment
U.K. Molecular Diagnostics Market Potential Laboratory Universe by Market Segment
U.K. Molecular Diagnostics Test Volume By Major Application
U.K. Major Infectious Disease Test Volume by Assay
U.K. Major Infectious Disease Test Volume by Method
U.K. Molecular Diagnostics Market By Major Application
U.K. Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers
U.K. Major Infectious Disease Diagnostics Market by Assay
U.K. AIDS Testing Market Estimated Sales by Major Supplier
U.K. Gonorrhea Testing Market Estimated Sales by Major Supplier
U.K. Hepatitis Testing Market Estimated Sales by Major Supplier
U.K. Hepatitis C Testing Market Estimated Sales by Major Supplier
U.K. HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier
U.K. Influenza Testing Market Estimated Sales by Major Supplier
U.K. Mycoplasma Testing Market Estimated Sales by Major Supplier
U.K. Pneumonia Testing Market Estimated Sales by Major Supplier

U.K. Shigella Testing Market Estimated Sales by Major Supplier

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