

# **2015 European Transfusion Diagnostics Market: Molecular Blood Typing, Grouping and Infectious Disease Nucleic Acid Testing--Country Segment Forecasts for 40 Tests, Supplier Shares, Innovative Technologies, Competitive Strategies**

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## **Abstracts**

This comprehensive five-country report is designed to help current suppliers and potential market entrants identify and evaluate emerging opportunities in the European molecular blood banking market during the next five years, and assist industry executives in developing effective business, new product development and marketing strategies. The report explores future marketing and technological trends in major European countries (France, Germany, Italy, Spain, UK); provides test volume and sales forecasts by market segment/test location; compares features of major automated and semi-automated molecular and immunohematology analyzers; profiles leading and emerging competitors; and identifies specific product and market opportunities facing suppliers during the next five years.

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