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2015 German 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 report is designed to help current suppliers and potential market entrants identify and evaluate emerging opportunities in the German 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 Germany; provides test volume and sales forecasts by market segment/test location; 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 five years.

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Immucor
Orchid CellMark

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