

# 2015 Global AFP Testing Market: Growth Opportunities and Strategies

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## Abstracts

The cancer diagnostics market is on the verge of explosion, as the researchers approach major technological breakthroughs in tumor diagnosis and therapy, discover new specific antigens, and unlock the mystery of the genetic basis of the disease. During the next ten years, the worldwide cancer testing market is promising to be an exciting, dynamic and rapidly expanding field. Anticipated technological breakthroughs will create numerous opportunities for determining genetic predisposition, detecting specific tumors, and monitoring biological response to cancer therapy. The rise in geriatric population will further compound the growing demand for malignancy assays and the rapid market expansion worldwide.

This report presents a detailed analysis of the Alpha-fetoprotein testing market in the US, Europe (France, Germany, Italy, Spain, UK) and Japan, including clinical significance and current laboratory practice; 5- and 10-year test volume and sales forecasts by country and market segment; as well as sales and market shares for major suppliers.

The report also examines market applications of DNA probes, biochips/microarrays, monoclonal antibodies, immunoassays, IT, chromosome analysis, and other technologies; reviews features and operating characteristics of automated analyzers; profiles leading suppliers and recent market entrants developing innovative technologies and products; and identifies alternative market penetration strategies and entry barriers/risks.

Contains 248 pages and 14 tables

## Contents

### I. INTRODUCTION

### II. AFP WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW

A. Alpha-Fetoprotein (AFP): Clinical Significance and Laboratory Practices

B. Instrumentation Review And  
Market Needs

1. Abbott AxSYM
2. Abbott Architect c4000
3. Abbott Architect i200 0 Series
4. Abbott Architect ci820 0 System
5. Beckman Coulter UniCel Series
6. Beckman Coulter Access
7. Binding Site ESP600
8. bioMerieux Mini Vidas
9. Carolina Chemistries BioLis 24i
10. DiaSorin Liaison
11. Horiba ABX Pentra
12. Inverness DS2
13. J&J Vitros ECi/ECiQ
14. J&J Vitros 3600
15. J&J Vitros 5600
16. Olympus AU5400
17. Olympus AU3000i
18. Olympus AU2700
19. Roche Modular Analytics
20. Roche Cobas Integra
21. Roche Cobas Integra 400 Plus
22. Roche Elecsys
23. Roche Cobas c311
24. Siemens ADVIA Centaur
25. Siemens Dimension
26. Siemens Dimension RxL Max
27. Siemens Dimension Vista
28. Siemens Immulite
29. Siemens Stratus
30. Tosoh AIA-Series

- 31. Vital Diagnostics ATAC 8000
- 32. Vital Diagnostics Envoy
- C. Current and Emerging Technologies
  - 1. Monoclonal and Polyclonal Antibodies
  - 2. Immunoassays
    - a. Technological Principle
    - b. Radioimmunoassay (RIA)
    - c. Enzyme Immunoassays (EIA)
      - Overview
      - ELISA
      - Immunofiltration
      - Particle-Membrane Capture Immunoassay
      - Enzyme Amplification
    - d. Fluorescent Immunoassays
    - e. Luminescence
      - Chemiluminescence
      - Bioluminescence
    - f. Latex Agglutination
    - g. Immunoprecipitation
- H. Affinity Chromatography
  - e. Liposome Flow-Injection Immunoassay
- 3. Molecular Diagnostics
  - a. Technology Overview
  - b. Amplification Methods
    - PCR
    - DAP-PCR
    - Immuno-PCR
    - QC-PCR
    - CAR
    - DNA
    - HPA
    - LCR
    - NASBA
    - QBR
    - SDA
    - 3 SR, and others
  - 4. Chromosome Analysis
    - a. Chronic Myelogenous Leukemia (CML)
    - b. Acute Myeloid Leukemia (AML)

- c. Acute Lymphoblastic Leukemia (ALL)
- d. Malignant Lymphomas Lymphoid Malignancies
- e. Chronic Lymphocytic Leukemia (CLL)
- f. Solid Cancers
- g. Chromosomal Translocation and Oncogenes
- 5. Artificial Intelligence
- 6. Flow Cytometry
- 7. Two Dimensional Gel Electrophoresis (2-DGE)
- 8. Biosensors
- 9. Competing/Complementing Technologies
  - a. CT
  - b. MRI
  - c. NMR
  - d. PET
  - e. Photonics Spectroscopy
- E. Personal Testing

### **III. FRANCE: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES**

### **IV. GERMANY: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES**

### **V. ITALY: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES**

### **VI. JAPAN: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES**

### **VII. SPAIN: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES**

### **VIII. U.K.: TEST VOLUME AND DIAGNOSTICS SALES FORECAST BY MARKET SEGMENT**

### **IX. U.S.A.: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES**

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

## **XI. ALTERNATIVE MARKET PENETRATION STRATEGIES**

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

## **XII. 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

## **XIII. COMPETITIVE PROFILES**

Abbott  
AdnaGen  
Applied Gene Technologies  
Arca  
Beckman Coulter/Danaher  
Becton Dickinson  
Biomedical Diagnostics  
bioMerieux  
Bio-Rad  
Cepheid  
Correlogic Systems  
Dako

Decode  
Diadexus  
Diagnocure  
Diasorin Eiken Chemical  
Enterix  
Enzo Biochem  
Epigenomics  
Exact Sciences  
Fujirebio  
Gen-Probe  
Guided Therapeutics  
Hologic  
Ipsogen  
Kreatech  
Kyowa Medex  
Life Technologies  
Mackay Life Sciences  
Myriad Genetics  
Nanogen Elitech  
OncoLab  
Ortho-Clinical Diagnostics  
Panacea Pharmaceuticals  
Polartechnics  
Polymedco  
PreMD  
Qiagen  
Radiant Pharmaceuticals  
Roche  
Scienion  
Sequenom  
Siemens Healthcare  
Takara Bio  
Targeted Diagnostics & Therapeutics  
Tosoh  
Veridex  
Wako Pure Chemicals  
Wallac/PE  
Zila  
**AFP TESTING MARKET: US, EUROPE, JAPAN**

## Test Volume, Sales Forecasts and Supplier Shares by Country

## List Of Tables

### LIST OF TABLES

Major Companies Developing or Marketing AFP Tests  
France AFP Test Volume and Diagnostics Sales by Market Segment  
France AFP Testing Market by Major Supplier  
Germany AFP Test Volume and Diagnostics Sales by Market Segment  
Germany AFP Testing Market by Major Supplier  
Italy AFP Test Volume and Diagnostics Sales by Market Segment  
Italy AFP Testing Market by Major Supplier  
Japan AFP Test Volume and Diagnostics Sales by Market Segment  
Japan AFP Testing Market by Major Supplier  
Spain AFP Test Volume and Diagnostics Sales by Market Segment  
Spain AFP Testing Market by Major Supplier  
U.K. AFP Test Volume and Diagnostics Sales by Market Segment  
U.S.A. AFP Test Volume and Diagnostics Sales by Market Segment  
U.S.A. AFP Testing Market by Major Supplier



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