

2015 Global Gonorrhoea Diagnostics Market: Growth Opportunities and Business Expansion Strategies

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Abstracts

The report presents a detailed analysis of the Gonorrhoea diagnostics market in the US, Europe (France, Germany, Italy, Spain, UK) and Japan. Current scientific views on the Gonorrhoea definition, epidemiology and etiology are reviewed. The report provides the 5- and 10-year test volume and sales forecasts by country for the following market segments:

Hospitals

Commercial/Private Labs

Physician Offices

Public Health Labs

For each country, in addition to test volume and sales projections, the report presents sales and market share estimates for major suppliers of Gonorrhoea tests.

Also, the report examines the market applications of DNA Probes, Monoclonal Antibodies, Immunoassays, IT and other technologies; profiles leading suppliers and recent market entrants developing innovative technologies and products; and identifies emerging business expansion opportunities, alternative market penetration strategies, market entry barriers and risks, and strategic planning issues and concerns.

Contains 205 pages and 15 tables

Contents

I. INTRODUCTION

II. GONORRHEA WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW

A. Background

B. Diagnostic Tests

C. Vaccines and Drugs

D. Instrumentation Review of Leading Analyzers Marketed by Abbott, Beckman Coulter/Danaher, BioMerieux, Ortho-Clinical Diagnostics, Roche, Siemens, Tosoh, Wallac and Other Suppliers

E. Emerging Diagnostic Technologies

1. Molecular Diagnostics

2. Monoclonal Antibodies

3. Immunoassays

4. Differential Light Scattering

5. Information Technology

6. Artificial Intelligence

7. Liposomes

8. Flow Cytometry

9. Chromatography

10. Diagnostic Imaging

11. Gel Microdroplets

12. Other

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. UK: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND

Market Shares

IX. USA: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES

X. ALTERNATIVE MARKET PENETRATION STRATEGIES

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

XI. 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

XII. COMPETITIVE ASSESSMENTS

Abbott
Affymetrix
Beckman Coulter/Danaher
Becton Dickinson

bioMerieux
Bio-Rad
Cepheid
Diamedix
DiaSorin Eiken Chemical
Enzo Biochem
Fujirebio
Gen-Probe
Hologic
ID Biomedical
Innogenetics/Solvay
Kreatech
Life Technology
Lonza
Nanogen/Elitech
Novartis Diagnostics
Ortho-Clinical Diagnostics
Qiagen
Roche
Scienion
Sequenom
SeraCare
Siemens
Takara Bio
Thermo Fisher
Wallac
Wako

List Of Tables

LIST OF TABLES

Major Companies Developing or Marketing Gonorrhoea Tests

France Gonorrhoea Test Volume and Diagnostics Sales Forecast By Market Segment

France Gonorrhoea Testing Market Diagnostics Sales by Major Supplier

Germany Gonorrhoea Test Volume and Diagnostics Sales Forecast By Market Segment

Germany Gonorrhoea Testing Market Diagnostics Sales by Major Supplier

Italy Gonorrhoea Test Volume and Diagnostics Sales Forecast By Market Segment

Italy Gonorrhoea Testing Market Diagnostics Sales by Major Supplier

Japan Gonorrhoea Test Volume and Diagnostics Sales Forecast By Market Segment

Japan Gonorrhoea Testing Market Diagnostics Sales by Major Supplier

Spain Gonorrhoea Test Volume and Diagnostics Sales Forecast By Market Segment

U.K. Gonorrhoea Test Volume and Diagnostics Sales Forecast By Market Segment

U.K. Gonorrhoea Testing Market Diagnostics Sales by Major Supplier

U.S.A. Gonorrhoea Test Volume and Diagnostics Sales Forecast By Market Segment

U.S.A. Gonorrhoea Testing Market Diagnostics Sales by Major Supplier

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