

2015 Global 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 seven-country report is designed to help current suppliers and potential market entrants identify and evaluate emerging opportunities in the global 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 the US, Europe and Japan; 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.

Contents

I. Introduction

II. Worldwide Market Overview

1. Business Environment
2. Market Structure
3. Market Size and Growth

III. Major Product Development Opportunities

- A. Blood Typing and Grouping
- B. Infectious Disease Screening
- C. Auxiliary

IV. Alternative Market Penetration Strategies

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts

V. Potential Market Entry Barriers and Risks

- A. Market Maturity
- B. Cost Containment
- C. Competition
- D. Technological Edge and Limitations
- E. Patent Protection

VI. Worldwide Technology and Market Overview

- A. Major Blood Typing, Grouping and Infectious Disease Screening Tests
 1. Blood Typing and Grouping Tests
 - a. ABO
 - b. Antibody Panels
 - c. Antibody Screening
 - d. Antigen Typing
 - e. Antiglobulin Test

- f. Crossmatch
- g. HLA Typing
- h. Rh
- i. Other Blood Groups
- 2. Infectious Disease Screening Tests
 - a. AIDS/HIV
 - Background
 - Diagnostic Tests
 - Enzyme Immunoassay
 - Viral Load/Drug Resistance Testing
 - Genotype and Phenotype Testing
 - Blood Banking Considerations
 - b. Hepatitis Markers
 - Hepatitis A
 - Hepatitis B
 - Hepatitis C
 - Hepatitis D (Delta Hepatitis)
 - Hepatitis E
 - Hepatitis G
 - Vaccines and Drugs
 - c. Cytomegalovirus
 - Background
 - Diagnostic Tests
 - Vaccines and Drugs
 - d. Syphilis
 - Background
 - Diagnostic Tests
 - Vaccines and Drugs
 - e. West Nile Virus
 - Background
 - Clinical Syndromes
 - Diagnostic Tests
 - Vaccines and Drugs
 - f. Parvovirus B19
 - Microbiology
 - Epidemiology
 - Clinical Syndromes
 - Diagnostic Test
 - Vaccines and Drugs

- g. Creutzfeldt
 Jakob's Disease
 Background
 Transmission
 Diagnostic Tests
 Vaccines and Drugs

- h. Malaria

- i. Chagas Disease

- j. Babesiosis

- 3. Pathogen Reduction

- 4. Leukocyte Reduction

- Background

- Methods

B. Instrumentation Review: Operating Characteristics, Features and Selling Prices of Leading Blood Typing, Grouping and Infectious Disease Screening Automated and Semiautomated Analyzers

C. Major Blood Banking Technologies and Their Potential Applications

- 1. Molecular Diagnostics
- 2. Monoclonal and Polyclonal Antibodies
- 3. Immunoassays
- 4. Microtitration Plates
- 5. IT and Automation
- 6. Lasers
- 7. Robotics
- 8. Synthetic Red Cell Substitutes
- 9. Genetically Engineered Blood Components
- 10. Blood Preservation
- 11. Autologous Blood Transfusion/Freezing

VII. France Blood Banking Market

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

VIII. Germany Blood Banking Market

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

IX. Italy Blood Banking Market

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

X. Japan Blood Banking Market

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

XI. Spain Blood Banking Market

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

XII. U.K. Blood Banking Market

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

XIII. U.S.A. Blood Banking Market

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

XIV. Competitive Assessments

Abbott
Beckman Coulter/Danaher
Becton Dickinson
Biokit
BioMerieux
BioRad
Diagast
DiaSorin
Fujirebio/Innogenetics
Hologic/GenProbe
Grifols/Novartis
Immucor
OrthoClinical Diagnostics
Orchid CellMark
Proteome Sciences
Quest Diagnostics
Quidel
Roche
Siemens
Tecan

List Of Tables

LIST OF TABLES

Major Companies Developing or Marketing Blood Typing and Grouping Tests
Major Companies Developing or Marketing HLA Typing Tests
Major Companies Developing or Marketing AIDS Tests
Major Companies Developing or Marketing Hepatitis Tests
Major Companies Developing or Marketing CMV Tests
Major Companies Developing or Marketing Syphilis Tests
Major Companies Developing or Marketing Blood Bank Analyzers
Worldwide, All Market Segments, Facilities Performing Blood Bank Tests By Country
Worldwide, All Market Segments, Total Blood Typing and Grouping Test Volume
Forecast By Country
Worldwide, All Market Segments, Total Infectious Disease Screening Test Volume
Forecast
Worldwide, All Market Segments, Total Blood Typing and Grouping Reagent Market
Forecast By Country
Worldwide, All Market Segments, Total Infectious Disease Reagent Market Forecast By
Country
Executive Summary Table: France, Total Blood Bank Test Volume and Reagent Sales
Forecast By Test Category
France, Facilities Performing Blood Bank Tests by Market Segment
France, Hospital Laboratories Performing Blood Bank Tests by Bed Size
France, Commercial/Private Laboratories Performing Blood Bank Tests By Annual Test
Volume
France, All Market Segments Blood Typing And Grouping Test Volume Forecast by
Market Segment
France, All Market Segments Blood Typing And Grouping Test Volume Forecast
France, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast
France, Blood Banks Blood Typing And Grouping Test Volume Forecast
France, Commercial/Private Laboratories Blood Typing and Grouping Test Volume
Forecast
France, All Market Segments Infectious Disease Screening Test Volume Forecast By
Market Segment
France, All Market Segments Infectious Disease Screening Test Volume Forecast
France, Blood Banks Infectious Disease Screening Test Volume Forecast
France, Commercial/Private Laboratories Infectious Disease Screening Test Volume
Forecast

France, Hospital Laboratories Infectious Disease Screening Test Volume Forecast

France, All Market Segments Blood Typing And Grouping Reagent Market Forecast By Market Segment

France, All Market Segments Blood Typing And Grouping Reagent Market Forecast By Major Test

France, Hospital Laboratories Blood Typing and Grouping Reagent Market Forecast By Major

France, Blood Banks Blood Typing and Grouping Reagent Market Forecast by Major Test

France, Commercial/Private Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

France, All Market Segments Infectious Disease Screening Reagent Market Forecast By Market Segment

France, All Market Segments Infectious Disease Screening Reagent Market Forecast By Test

France, Blood Banks Infectious Disease Screening Reagent Market Forecast by Test

France, Commercial/Private Laboratories Infectious Disease Screening Reagent Market Forecast By Test

France, Hospital Laboratories Infectious Disease Screening Reagent Market Forecast by Test

France, Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And Market Shares

France, HIV/HTLV Blood Screening Market, Reagent Sales by Major Supplier

France, Hepatitis Blood Screening Market, Reagent Sales by Major Supplier

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

France, CMV Blood Screening Market, Reagent Sales By Major Supplier

France, Syphilis Blood Screening Market, Reagent Sales By Major Supplier

Executive Summary Table:Germany, Total Blood Bank Test Volume and Reagent Sales Forecast by Test Category

Germany, Facilities Performing Blood Bank Tests by Market Segment

Germany, Hospital Laboratories Performing Blood Bank Tests by Bed Size

Germany, Commercial/Private Laboratories Performing Blood Bank Tests by Annual Test Volume

Germany, All Market Segments Blood Typing And Grouping Test Volume Forecast by Market Segment

Germany, All Market Segments Blood Typing And Grouping Test Volume Forecast

Germany, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast

Germany, Blood Banks Blood Typing And Grouping Test Volume Forecast

Germany, Commercial/Private Laboratories Blood Typing and Grouping Test Volume

Forecast

Germany, All Market Segments Infectious Disease Screening Test Volume Forecast By Market Segment

Germany, All Market Segments Infectious Disease Screening Test Volume Forecast

Germany, Blood Banks Infectious Disease Screening Test Volume Forecast

Germany, Commercial/Private Laboratories Infectious Disease Screening Test Volume Forecast

Germany, Hospital Laboratories Infectious Disease Screening Test Volume Forecast

Germany, All Market Segments Blood Typing And Grouping Reagent Market Forecast by Market Segment

Germany, All Market Segments Blood Typing And Grouping Reagent Market Forecast By Major Test

Germany, Hospital Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

Germany, Blood Banks Blood Typing and Grouping Reagent Market By Major Test Forecast

Germany, Commercial/Private Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

Germany, All Market Segments Infectious Disease Screening Reagent Market Forecast By Market Segment

Germany, All Market Segments Infectious Disease Screening Reagent Market Forecast by Test

Germany, Blood Banks Infectious Disease Screening Reagent Market Forecast by Test

Germany, Commercial/Private Laboratories Infectious Disease Screening Reagent Market Forecast By Test

Germany, Hospital Laboratories Infectious Disease Screening Reagent Market Forecast by Test

Germany, Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And Market Shares

Germany, HIV -1/2 Blood Screening Market, Reagent Sales by Major Supplier

Germany, Hepatitis Blood Screening Market, Reagent Sales by Major Supplier

Germany, HIV/Hepatitis NAT Market, Reagent Sales by Major Supplier

Germany, CMV Blood Screening Market, Reagent Sales by Major Supplier

Executive Summary Table:Italy, Total Blood Bank Test Volume and Reagent Sales Forecast by Test Category

Italy, Facilities Performing Blood Bank Tests by Market Segment

Italy, Hospital Laboratories Performing Blood Bank Tests by Bed Size

Italy, Commercial/Private Laboratories Performing Blood Bank Tests by Annual Test Volume

Italy, All Market Segments Blood Typing And Grouping Test Volume by Market Segment

Italy, All Market Segments Blood Typing And Grouping Test Volume Forecast

Italy, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast

Italy, Blood Banks Blood Typing And Grouping Test Volume Forecast

Italy, Commercial/Private Laboratories Blood Typing and Grouping Test Volume Forecast

Italy, All Market Segments Infectious Disease Screening Test Volume Forecast by Market Segment

Italy, All Market Segments Infectious Disease Screening Test Volume Forecast

Italy, Blood Banks Infectious Disease Screening Test Volume Forecast

Italy, Commercial/Private Laboratories Infectious Disease Screening Test Volume Forecast

Italy, Hospital Laboratories Infectious Disease Screening Test Volume Forecast

Italy, All Market Segments Blood Typing and Grouping Reagent Market Forecast by Market Segment

Italy, All Market Segments Blood Typing And Grouping Reagent Market Forecast by Major Test

Italy, Hospital Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

Italy, Blood Banks Blood Typing and Grouping Reagent Market Forecast by Major Test

Italy, Commercial/Private Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

Italy, All Market Segments Infectious Disease Screening Reagent Market Forecast by Market Segment

Italy, All Market Segments Infectious Disease Screening Reagent Market Forecast by Test

Italy, Blood Banks Infectious Disease Screening Reagent Market Forecast by Test

Italy, Commercial/Private Laboratories Infectious Disease Screening Reagent Market Forecast by Test

Italy, Hospital Laboratories Infectious Disease Screening Reagent Market Forecast By Test

Italy, Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And Market Shares

Italy, AIDS/Hepatitis Blood Screening Market, Reagent Sales by Major Supplier

Italy, HIV/Hepatitis NAT Market, Reagent Sales by Major Supplier

Italy, CMV Blood Screening Market, Reagent Sales By Major Supplier

Executive Summary Table: Japan, Total Blood Bank Test Volume and Reagent Sales Forecast by Test Category

Japan, Facilities Performing Blood Bank Tests by Market Segment

Japan, Hospital Laboratories Performing Blood Bank Tests By Bed Size

Japan, Commercial/Private Laboratories Performing Blood Bank Tests by Annual Test Volume

Japan, All Market Segments Blood Typing and Grouping Test Volume Forecast by Market Segment

Japan, All Market Segments Blood Typing and Grouping Test Volume Forecast

Japan, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast

Japan, Blood Banks Blood Typing and Grouping Test Volume Forecast

Japan, Commercial/Private Laboratories Blood Typing and Grouping Test Volume Forecast

Japan, All Market Segments Infectious Disease Screening Test Volume Forecast by Market Segment

Japan, All Market Segments Infectious Disease Screening Test Volume Forecast

Japan, Blood Banks Infectious Disease Screening Test Volume Forecast

Japan, Commercial/Private Laboratories Infectious Disease Screening Test Volume Forecast

Japan, Hospital Laboratories Infectious Disease Screening Test Volume Forecast

Japan, All Market Segments Blood Typing and Grouping Reagent Market Forecast By Market Segment

Japan, All Market Segments Blood Typing And Grouping Reagent Market Forecast by Major Test Japan, Hospital Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test Japan, Blood Banks Blood Typing and Grouping Reagent Market By Major Test Forecast

Japan, Commercial/Private Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test Japan, All Market Segments Infectious Disease Screening Reagent Market Forecast By Market Segment

Japan, All Market Segments Infectious Disease Screening Reagent Market Forecast by Test

Japan, Blood Banks Infectious Disease Screening Reagent Market Forecast by Test

Japan, Commercial/Private Laboratories Infectious Disease Screening Reagent Market Forecast By Test Japan, Hospital Laboratories Infectious Disease Screening Reagent Market Forecast by Test

Japan, Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And Market Shares

Japan, HIV/HTLV Blood Screening Market, Reagent Sales by Major Supplier

Japan, Hepatitis C Blood Screening Market, Reagent Sales by Major Supplier

Japan, CMV Blood Screening Market, Reagent Sales by Major Supplier

Japan, Syphilis Blood Screening Market, Reagent Sales by Major Supplier

Executive Summary Table: Spain, Total Blood Bank Test Volume and Reagent Sales Forecast by Test Category

Spain, Facilities Performing Blood Bank Tests by Market Segment

Spain, Hospital Laboratories Performing Blood Bank Tests by Bed Size

Spain, Commercial/Private Laboratories Performing Blood Bank Tests by Annual Test Volume

Spain, All Market Segments Blood Typing And Grouping Test Volume Forecast by Market Segment

Spain, All Market Segments Blood Typing and Grouping Test Volume Forecast

Spain, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast

Spain, Blood Banks Blood Typing And Grouping Test Volume Forecast

Spain, Commercial/Private Laboratories Blood Typing and Grouping Test Volume Forecast

Spain, All Market Segments Infectious Disease Screening Test Volume Forecast By Market Segment

Spain, All Market Segments Infectious Disease Screening Test Volume Forecast

Spain, Blood Banks Infectious Disease Screening Test Volume Forecast

Spain, Commercial/Private Laboratories Infectious Disease Screening Test Volume Forecast

Spain, Hospital Laboratories Infectious Disease Screening Test Volume Forecast

Spain, All Market Segments Blood Typing And Grouping Reagent Market Forecast By Market Segment

Spain, All Market Segments Blood Typing And Grouping Reagent Market Forecast by Major Test Spain, Hospital Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test Spain, Blood Banks Blood Typing and Grouping Reagent Market By Major Test Forecast

Spain, Commercial/Private Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test Spain, All Market Segments Infectious Disease Screening Reagent Market Forecast by Market Segment

Spain, All Market Segments Infectious Disease Screening Reagent Market Forecast by Test

Spain, Blood Banks Infectious Disease Screening Reagent Market Forecast by Test

Spain, Commercial/Private Laboratories Infectious Disease Screening Reagent Market Forecast By Test Spain, Hospital Laboratories Infectious Disease Screening Reagent Market Forecast by Test

Spain, Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And Market Shares

Spain, HIV -1/2 Blood Screening Market, Reagent Sales by Major Supplier

Spain, Hepatitis Blood Screening Market, Reagent Sales by Major Supplier

Spain, HIV/Hepatitis NAT Market, Reagent Sales by Major Supplier
Spain, CMV Blood Screening Market, Reagent Sales by Major Supplier
Spain, Syphilis Blood Screening Market, Reagent Sales by Major Supplier
Executive Summary Table:U.K., Total Blood Bank Test Volume and Reagent Sales
Forecast by Test Category
U.K., Facilities Performing Blood Bank Tests by Market Segment
U.K., Hospital Laboratories Performing Blood Bank Tests by Bed Size
U.K., Commercial/Private Laboratories Performing Blood Bank Tests by Annual Test
Volume
U.K., All Market Segments Blood Typing And Grouping Test Volume Forecast by
Market Segment
U.K., All Market Segments Blood Typing And Grouping Test Volume Forecast
U.K., Hospital Laboratories Blood Typing and Grouping Test Volume Forecast
U.K., Blood Banks Blood Typing And Grouping Test Volume Forecast
U.K., Commercial/Private Laboratories Blood Typing and Grouping Test Volume
Forecast
U.K., All Market Segments Infectious Disease Screening Test Volume Forecast by
Market Segment
U.K., All Market Segments Infectious Disease Screening Test Volume Forecast
U.K., Blood Banks Infectious Disease Screening Test Volume Forecast
U.K., Hospital Laboratories Infectious Disease Screening Test Volume Forecast
U.K., Commercial/Private Laboratories Infectious Disease Screening Test Volume
Forecast
U.K., All Market Segments Blood Typing And Grouping Reagent Market Forecast By
Market Segment
U.K., All Market Segments Blood Typing And Grouping Reagent Market Forecast by
Major TestU.K., Hospital Laboratories Blood Typing and Grouping Reagent Market
Forecast By Major TestU.K., Blood Banks Blood Typing and Grouping Reagent Market
Forecast by Major TestU.K., All Market Segments Infectious Disease Screening
Reagent Market Forecast By Market Segment
U.K., All Market Segments Infectious Disease Screening Reagent Market Forecast
Segment By TestU.K., Blood Banks Infectious Disease Screening Reagent Market
Forecast by TestU.K., Hospital Laboratories Infectious Disease Screening Reagent
Market Forecast By TestU.K., Commercial/Private Laboratories Infectious Disease
Screening Reagent Market Forecast by TestU.K., Major Suppliers of Blood Typing And
Grouping Reagents Estimated Sales And Market Shares
U.K., HIV -1/2 Blood Screening Market, Reagent Sales by Major Supplier
U.K., Hepatitis Blood Screening Market, Reagent Sales by Major Supplier
U.K., Syphilis Blood Screening Market, Reagent Sales by Major Supplier

Executive Summary Table: U.S.A., Total Blood Bank Test Volume and Reagent Sales
Forecast by Test Category

U.S.A., Estimated Number of Inpatient and Ambulatory Surgeries

U.S.A., Facilities Performing Blood Bank Tests by Market Segment

U.S.A., Hospital Laboratories Performing Blood Bank Tests by Bed Size

U.S.A., Commercial/Private Laboratories Performing Blood Bank Tests by Annual Test
Volume Forecast

U.S.A., Facilities Collecting Whole Blood And Plasma by Market Forecast Segment

U.S.A., Whole Blood and Plasma Collections By Market Forecast Segment

U.S.A., All Market Segments Blood Typing and Grouping Test Volume by Market
Forecast Segment

U.S.A., All Market Segments Blood Typing And Grouping Test Volume Forecast

U.S.A., Hospital Laboratories Blood Typing and Grouping Test Volume Forecast

U.S.A., Community and Regional Blood Centers Blood Typing and Grouping Test
Volume Forecast

U.S.A., Commercial/Private Laboratories Blood Typing and Grouping Test Volume
Forecast

U.S.A., Plasma Fractionation Centers Blood Typing and Grouping Test Volume
Forecast

U.S.A., Military Blood Banks Blood Typing and Grouping Test Volume Forecast

U.S.A., All Market Segments Infectious Disease Screening Test Volume Forecast By
Market Segment

U.S.A., All Market Segments Infectious Disease Screening Test Volume Forecast

U.S.A., Community and Regional Centers Infectious Disease Screening Test Volume
Forecast

U.S.A., Plasma Fractionation Centers Infectious Disease Screening Test Volume
Forecast

U.S.A., Hospital Blood Banks Infectious Disease Screening Test Volume Forecast

U.S.A., Military Blood Banks Infectious Disease Screening Test Volume Forecast

U.S.A., All Market Segments Blood Typing And Grouping Reagent Market Forecast by
Market Segment

U.S.A., All Market Segments Blood Typing And Grouping Reagent Market Forecast by
Market Segment

U.S.A., Hospital Blood Banks Blood Typing And Grouping Reagent Market Forecast by
Major Test U.S.A., Community and Regional Blood Centers Blood Typing and Grouping
Reagent Market Forecast By Major Test U.S.A., Commercial/Private Laboratories Blood
Typing and Grouping Reagent Market Forecast By Major Test U.S.A., Plasma
Fractionation Centers Blood Typing and Grouping Reagent Market Forecast By Major
Test U.S.A., Military Blood Banks Blood Typing And Grouping Reagent Market Forecast

by Major Test U.S.A., All Market Segments Infectious Disease Screening Reagent
Market by Market Forecast Segment

U.S.A., All Market Segments Infectious Disease Screening Reagent Market by Market
Forecast Segment

U.S.A., Community and Regional Centers Infectious Disease Screening Reagent
Market Forecast By Test U.S.A., Plasma Fractionation Centers Infectious Disease
Screening Reagent Market Forecast By Test U.S.A., Hospital Blood Banks Infectious
Disease Screening Reagent Market Forecast By Test U.S.A., Military Blood Banks
Infectious Disease Screening Reagent Market Forecast By Test U.S.A., Major Suppliers
of Blood Typing And Grouping Reagents Estimated Sales And Market Shares

U.S.A., HIV/HTLV Blood Screening Market, Reagent Sales by Major Supplier

U.S.A., Hepatitis Blood Screening Market, Reagents Sales by Major Supplier

U.S.A., Hepatitis C Blood Screening Market, Reagent Sales By Major Supplier

U.S.A., HIV/Hepatitis C NAT Market, Reagent Sales By Major Supplier

U.S.A., West Nile Virus NAT Market, Reagent Sales by Major Supplier

U.S.A., CMV Blood Screening Market, Reagent Sales by Major Supplier

U.S.A., Syphilis Blood Screening Market, Reagent Sales by Major Supplier

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