

2015 Italian Infectious Disease Testing Market: The Most Rapidly Growing and Challenging Segment of the IVD Industry--Country Segment Forecasts for 100 Tests, Supplier Shares, Innovative Technologies, Competitive Strategies

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Abstracts

'2015 Italian Infectious Disease Testing Market' is a new strategic analysis of major business opportunities emerging in the infectious disease testing market during the next five years.

The report examines key Italian market trends; reviews current and emerging assays; analyzes potential applications of innovative diagnostic technologies; forecasts volume and sales for over 100 infectious disease tests by assay, and market segment; provides test volume estimates by method (molecular, serology/immunodiagnosics, culture/microscopy); profiles leading players and potential market entrants; and suggests alternative business expansion strategies for suppliers.

Contents

I. INTRODUCTION

II. WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW

A. Major Infectious Disease Tests

1. AIDS
2. Adenovirus
3. Aeromonas
4. Anthrax/Bacillus Anthracis
5. Arboviruses
6. Babesiosis
7. Bacillary Epithelioid Angiomatosis (BEA) and Other Bartonella (Rochalimaea)
8. Blastocystis Hominis
9. Brucella
10. Campylobacter
11. Candida
12. Chagas Disease
13. Chancroid
14. Chlamydia
15. Clostridium Difficile
16. Coronaviruses
17. Coxsackieviruses
18. Creutzfeldt-Jakob's Disease
19. Cryptosporidium Parvum
20. Cyclospora Cayetanensis
21. Cytomegalovirus
22. Ebola Virus
23. E. Coli
24. EchoVirus
25. Encephalitis
26. Enteroviruses
27. Epstein-Barr Virus
28. Giardia Lambliia
29. Gonorrhea
30. Granuloma Inguinale
31. Hantavirus
32. Helicobacter Pylori

33. Hepatitis
33. Herpes Simplex Virus
35. Human Herpes Virus-6 (HHV-6)
36. Influenza Viruses
37. Legionella
38. Lyme Disease
39. Lymphogranuloma Venereum (LGV)
40. Malaria
41. Measles (Rubeola)
42. Meningitis
43. Microsporidium
44. Mononucleosis
45. Mumps
46. Mycoplasma
47. Papillomaviruses
48. Parvovirus B19
49. Pneumonia
50. Polyomaviruses
51. Pseudomonas Aeruginosa
52. Rabies
53. Respiratory Syncytial Virus (RSV)
54. RhinoViruses
55. RotaVirus (REOVIRUS)
56. Rubella(MEASLES)
57. Salmonellosis
58. Septicemia
59. Shigellosis
60. Staphylococcus Aureus
61. Streptococci
62. Syphilis
63. Toxoplasmosis
64. Trichomonas Vaginalis
65. Tuberculosis
66. Vibrio
67. West Nile Virus
68. Yersina

B. Instrumentation Review: Operating Characteristics, Features and Selling Princes of Leading Automated and Semiautomated Analyzers

C. 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. Italy

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Growth and Major Suppliers

X. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES

- A. Instrumentation
- B. Reagent Kits and Test Systems/panels
- C. Information Technology
- D. Auxiliary Products

XI. DESIGN CRITERIA FOR DECENTRALIZED TESTING PRODUCTS

XII. 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

XIII. 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

XIV. COMPETITIVE ASSESSMENTS

Abbott
Affymetrix
Beckman Coulter/Danaher
Becton Dickinson
bioMerieux
Bio-Rad
Cepheid
Diamedix
DiaSorin
Eiken Chemical
Enzo Biochem
Fujirebio/Innogenetics
Hologic/Gen-Probe
ID Biomedical/GSK
Innogenetics/Solvay
Kreatech
Life Technology
Lonza
Nanogen/Elitech
Novartis Diagnostics
Ortho-Clinical Diagnostics
Qiagen
Roche

Scienion
Sequenom
SeraCare
Siemens
Takara Bio
Thermo Fisher
Wallac/PE
Wako

XV. APPENDIX: ASSUMED CURRENCY EXCHANGE RATES

List Of Tables

LIST OF TABLES

Major Companies Developing or Marketing AIDS Tests
Major Companies Developing or Marketing Adenovirus Tests
Major Companies Developing or Marketing Bartonella Tests
Major Companies Developing or Marketing Campylobacter Tests
Major Companies Developing or Marketing Candida Tests
Major Companies Developing or Marketing Chlamydia Tests
Major Companies Developing or Marketing Clostridium Tests
Major Companies Developing or Marketing Coronavirus Tests
Major Companies Developing or Marketing Cryptosporidium Tests
Major Companies Developing or Marketing CMV Tests
Major Companies Developing or Marketing Echovirus Tests
Major Companies Developing or Marketing Enterovirus Tests
Major Companies Developing or Marketing EBV Tests
Major Companies Developing or Marketing Giardia Tests
Major Companies Developing or Marketing Gonorrhoea Tests
Major Companies Developing or Marketing Hantavirus Tests
Major Companies Developing or Marketing Helicobacter Pylori Tests
Major Companies Developing or Marketing Hepatitis Tests
Major Companies Developing or Marketing Herpes Tests
Major Companies Developing or Marketing Influenza Tests
Major Companies Developing or Marketing Legionella Tests
Major Companies Developing or Marketing Lyme Disease Tests
Major Companies Developing or Marketing Lymphogranuloma Tests
Major Companies Developing or Marketing Malaria Tests
Major Companies Developing or Marketing Measles Tests
Major Companies Developing or Marketing Meningitis Tests
Major Companies Developing or Marketing Microsporidium Tests
Major Companies Developing or Marketing Mononucleosis Tests
Major Companies Developing or Marketing Mumps Tests
Major Companies Developing or Marketing Mycoplasma Tests
Major Companies Developing or Marketing Papilloma Virus Tests
Major Companies Developing or Marketing Parvovirus Tests
Major Companies Developing or Marketing Pneumonia Tests
Major Companies Developing or Marketing RSV Tests
Major Companies Developing or Marketing Rotavirus Tests

Major Companies Developing or Marketing Rubella Tests
Major Companies Developing or Marketing Salmonella Tests
Major Companies Developing or Marketing Septicemia Tests
Major Companies Developing or Marketing Shigella Tests
Major Companies Developing or Marketing Staphylococci Tests
Major Companies Developing or Marketing Streptococci Tests
Major Companies Developing or Marketing Syphilis Tests
Major Companies Developing or Marketing Toxoplasmosis Tests
Major Companies Developing or Marketing Trichomonas Tests
Major Companies Developing or Marketing Tuberculosis Tests
Major Companies Developing or Marketing West Nile Tests
Major Companies Developing or Marketing Yersinia Tests
Italy Summary Table All Infectious Diseases Test Volume and Diagnostics Sales
Forecast by Market Segment
Italy Laboratories Performing Infectious Disease Tests by Market Segment
Italy Hospital Laboratories Performing Infectious Disease Tests by Bed Size
Italy Commercial/Private Laboratories Performing Infectious Disease Tests by Annual
Test Volume
Italy All Market Segments Infectious Disease Test Volume Forecast
Italy Hospital Laboratories Infectious Disease Test Volume Forecast
Italy Blood Banks Infectious Disease Test Volume Forecast
Italy Commercial/Private Laboratories Infectious Disease Test Volume Forecast
Italy All Market Segments Infectious Disease Diagnostics Market Forecast
Italy Hospital Laboratories Infectious Disease Diagnostics Market Forecast
Italy Blood Banks Infectious Disease Diagnostics Market Forecast
Italy Commercial/Private Laboratories Infectious Disease Diagnostics Market Forecast
Italy HIV or HIV I/HIVII Test Volume and Diagnostics Sales Forecast by Market
Segment
Italy HIVAg Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Western Blot/Other Confirmatory Test Volume and Diagnostics Sales Forecast by
Market Segment
Italy Adenovirus Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Aeromonads Test Volume and Diagnostics Sales Forecast by Market Segment
Italy BEA Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Blastocystis Hominis Test Volume and Diagnostics Sales Forecast by Market
Segment
Italy Campylobacter Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Candida Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Chancroid Test Volume and Diagnostics Sales Forecast by Market Segment

Italy Chlamydia Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Clostridium Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Coxsackievirus Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Cryptosporidium Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Cyclospora Test Volume and Diagnostics Sales Forecast by Market Segment
Italy CMV Test Volume and Diagnostics Sales Forecast by Market Segment
Italy E. Coli Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Echovirus Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Ecephalitis Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Enterovirus Test Volume and Diagnostics Sales Forecast by Market Segment
Italy EBV Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Giardia Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Gonorrhoea Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Granuloma Inguinale Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Helicobacter Pylori Test Volume and Diagnostics Sales Forecast by Market Segment
Italy HAV NAT Test Volume and Diagnostics Sales Forecast by Market Segment
Italy HBV NAT Test Volume and Diagnostics Sales Forecast by Market Segment
Italy HBsAg Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Hepatitis C Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Anti - HBC Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Anti - HBS Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Anti - HAV Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Hepatitis Delta Test Volume and Diagnostics Sales Forecast by Market Segment
Italy HBcAg Test Volume and Diagnostics Sales Forecast by Market Segment
Italy HBeAg Test Volume and Diagnostics Sales Forecast by Market Segment
Italy ALT/SGPT Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Herpes Simplex I and II Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Herpes Type VI Test Volume and Diagnostics Sales Forecast by Market Segment
Italy HTLV I or HTLV I/HTLV II Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Influenza Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Legionella Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Lyme Disease Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Lymphogranuloma Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Malaria Test Volume and Diagnostics Sales Forecast by Market Segment

Italy Measles Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Meningitis Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Microsporidium Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Mononucleosis Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Mumps Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Mycoplasma Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Papilloma Virus Test Volume and Diagnostics Sales Forecast by Market Segment
Italy ParvoVirus B19 Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Pneumonia Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Polyoma Viruses Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Pseudomonas Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Rabies Test Volume and Diagnostics Sales Forecast by Market Segment
Italy RSV Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Rhinovirus Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Rotavirus Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Rubella Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Salmonella Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Septicemia Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Shigella Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Staphylococci Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Streptococci Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Syphilis Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Toxoplasmosis Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Trichomonas Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Tuberculosis Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Vibrio Test Volume and Diagnostics Sales Forecast by Market Segment
Italy West Nile Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Yersinia Test Volume and Diagnostics Sales Forecast by Market Segment
Italy AIDS Testing Market Diagnostics Sales by Major Supplier
Italy Campylobacter Testing Market Diagnostics Sales by Major Supplier
Italy Candida Testing Market Diagnostics Sales by Major Supplier
Italy CMV Testing Market Diagnostics Sales by Major Supplier
Italy Gonorrhoea Testing Market Diagnostics Sales by Major Supplier
Italy Hepatitis Testing Market Diagnostics Sales by Major Supplier
Italy Hepatitis C Testing Market Diagnostics Sales by Major Supplier
Italy Herpes Testing Market Diagnostics Sales by Major Supplier
Italy Influenza Testing Market Diagnostics Sales by Major Supplier
Italy Meningitis Testing Market Diagnostics Sales by Major Supplier
Italy Mononucleosis Testing Market Diagnostics Sales by Major Supplier

Italy Mycoplasma Testing Market Diagnostics Sales by Major Supplier
Italy RSV Testing Market Diagnostics Sales by Major Supplier
Italy Rheumatoid Arthritis Testing Market Diagnostics Sales by Major Supplier
Italy Rotavirus Testing Market Diagnostics Sales by Major Supplier
Italy Rubella Testing Market Diagnostics Sales by Major Supplier
Italy Septicemia Testing Market Diagnostics Sales by Major Supplier
Italy Streptococci Testing Market Diagnostics Sales by Major Supplier
Italy Toxoplasmosis Testing Market Diagnostics Sales by Major Supplier
Italy Trichomonas Testing Market Diagnostics Sales by Major Supplier
Italy Tuberculosis Testing Market Diagnostics Sales by Major Supplier

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