

2015-2019 Future Horizons and Growth Strategies in the Italian Molecular Diagnostics Market: Supplier Shares and Country Forecasts

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Abstracts

This new 1,117-page report from VPGMarketResearch contains 55 tables, and presents a comprehensive analysis of the Italian molecular diagnostics market, including:

Major issues pertaining to the Italian molecular diagnostics laboratory practice, as well as key economic, regulatory, demographic, social and technological trends with significant market impact during the next ten years.

An extensive review of DNA probe and biochip technologies, test formats, detection methodologies, trends in testing automation and amplification methods.

Ten-year test volume and reagent sales forecasts for the following categories:

- Infectious Diseases
- Genetic Diseases
- Cancer
- Paternity Testing/HLA Typing
- Forensic Testing

Review of testing methodologies and instrumentation technologies.

Feature comparison of automated and semiautomated analyzers.

Sales and market shares of leading suppliers.

Over 60 specific opportunities for molecular diagnostic instruments, test systems, IT and auxiliary products.

Profiles of major suppliers, and emerging market entrants, including their sales, product portfolios, marketing tactics, technological know-how, new products in R&D, collaborative arrangements and business strategies.

Alternative market penetration strategies.

Potential market entry barriers and risks.

Business planning issues and concerns.

Contains 1117 pages and 55 tables

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