

# 2015 Italy Hematology and Flow Cytometry Analyzers and Consumables Market: Supplier Shares, Country Segment Forecasts, Competitive Strategies, Innovative Technologies, Instrumentation Review

<https://marketpublishers.com/r/29A3954E0B9EN.html>

Date: September 2015

Pages: 250

Price: US\$ 4,960.00 (Single User License)

ID: 29A3954E0B9EN

## Abstracts

Complete report \$6,200. DataPack (test volumes, sales forecasts, supplier shares) \$3,900.

'2015 Italy Hematology and Flow Cytometry Analyzers and Consumables Market' is VPGMarketResearch.com new study designed to help current suppliers and potential market entrants identify and evaluate business opportunities emerging in the Italian hematology and flow cytometry markets during the next five years.

The report explores business and technological trends in the Italian market; provides market share estimates, as well as specimen, test, sales forecasts, and instrument placements; compares features of major analyzers; profiles leading competitors and emerging market entrants; and suggests specific product and marketing opportunities facing reagent and instrument suppliers.

## Rationale

During the next five years, continued advances in molecular diagnostics, monoclonal antibodies, lasers and IT, as well as growing understanding of immunologic forces regulating systemic diseases, will have a profound impact on the hematology and flow cytometry markets worldwide. New molecular diagnostic and monoclonal antibody tests will facilitate existing procedures and provide basis for sensitive, specific and simple assays. The introduction of smaller and easy-to-operate laser systems will further expand applications of flow cytometry to routine clinical laboratories. Further advances

in IT will reduce the cost of instrument manufacture, service warranty, and permit development of self-troubleshooting, autocalibration and other advanced features. Presently tedious analyses of chromosomal abnormalities, DNA content, and lymphocyte subsets will become more automated and routine.

### Italian Market Overview

Facilities performing hematology and flow cytometry testing.

Test volume and sales projections.

### Strategic Recommendations

New product development opportunities with significant market appeal.

Alternative market penetration strategies.

Potential market entry barriers and risks.

### Market Segmentation Analysis

Sales and market share estimates for leading suppliers of hematology and flow cytometry products by country.

Specimen, test and sales forecasts for over 40 procedures by individual test and market segment:

Hospitals

Commercial/Private Laboratories

### Sales and Market Share Analysis

Sales and market shares of major instrument and reagent suppliers.

### Hematology Tests

CBC + 5-Part Differential, Manual Differential/Review, Hematocrit (Automated, Manual), Hemoglobin (Automated, Manual), Sedimentation Rate, Reticulocytes, WBC (Automated, Manual), Platelets (Automated, Manual), Bone Marrow Analysis, RBC, Eosinophils.

### **Flow Cytometry Tests**

Cell Surface Markers (CD4/CD8/T&B Lymphocytes, CD34, Others), Chemotherapy Monitoring (Leukemia/Lymphoma, Others), HLA Typing, Sperm Analysis, Cell Cycle Kinetics, Cell Function Testing, Chromosomal Abnormalities, Fetal Cell Analysis, Granulocyte Function, Receptor DNA/RNA Analysis, Cell Culturing.

### **Current and Emerging Products**

Analysis of current and emerging hematology and flow cytometry assays.

Reagent and instrument sales forecasts by market segment.

Instrument placements and installed base by manufacturer and model.

Sales and market shares of reagent and instrument suppliers.

### **Instrumentation Review**

The study reviews current instrumentation technologies, and compares features of leading hematology, flow cytometry, platelet aggregation and sedimentation rate analyzers.

The report features analyzers manufactured by Abbott, Beckman Coulter/Danaher, Becton Dickinson, Biocode Hycel, CellaVision, Diesse Ves Matic, Drew-Scientific, Horiba, Medica, Menarini, Nihon Kohden, Polymedco, Siemens and Sysmex.

### **Technology Review**

Assessment of current and emerging technologies and their potential market

applications.

Comprehensive lists of companies developing or marketing new technologies and products by test.

## **Competitive Assessments**

Extensive strategic profiles of major suppliers and emerging market entrants.

The companies analyzed in the report include:

Abbott

Agilent Technologies

Beckman Coulter/Danaher

Becton Dickinson

Bio-Rad

CellaVision

Horiba

Iris Diagnostics/Danaher

Nihon Kohden

Ortho-Clinical Diagnostics

Roche

Siemens

Sysmex

Contains 250 pages and 32 tables

## Contents

### I. INTRODUCTION

### II. WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW

#### A. Major Routine and Special Hematology Tests

1. Introduction
2. CBC Analysis
  - a. Hemoglobin Concentration
  - b. Hematocrit Determination
  - c. Red Blood Cell Count
  - d. Red Cell Indices
    - MCV
    - RDW
    - MCHC
    - CHCM
    - HDW
    - MCH
  - e. Red Cell Size Histograms
  - f. Platelets
    - Platelet Count
    - Platelet Size/MPV
    - PDW
    - Automated Systems
  - g. Reticulocytes
3. White Blood Cell Analysis
  - a. WBC Count
  - b. Five-Partial Differential Major Suppliers
    - Abbott
    - Beckman Coulter/Danaher
    - Siemens
    - Sysmex
  - c. Pattern Recognition Systems
    - IRIS
  - d. Comparison of Major Differential Analyzers
4. Reticulocytes
5. Platelet Function Tests
6. Erythrocyte Sedimentation Rate/CRP

7. Red Cell Analysis
  8. 2, 3 DPG
  9. Red Cell Deformability
  10. Neutrophil Function Tests
  11. Semen Analysis
  12. Bone Marrow Analysis
  13. Urinalysis
- B. Major Flow Cytometry Applications**
1. Cell Surface Markers
    - a. Lymphocyte Subclassification CD4/CD8/CD34  
Instrumentation and Reagent Test Kits  
BD  
Beckman Coulter/Danaher  
T Cells Diagnostics
    - b. Other Cell Markers
  2. DNA Content Analysis
  3. RNA Content Analysis
  4. Chemotherapy Monitoring
  5. Cell Cycle Analysis
  6. Chromosome Analysis
  7. Fetal Cell Analysis
  8. HLA Typing
  9. Microbiology
  10. Protein Content Analysis
  11. Multiparameter Analysis
  12. Other Applications
- C. Instrumentation Review**
1. Hematology Analyzers
    - a. Overview  
Electrical Aperture-Impedance Analyzers  
Light Scatter Analyzers
    - b. System Review  
Abbott  
Beckman Coulter/Danaher  
Biocode Hycl  
CellaVision  
Drew-Scientific  
Horiba  
Medica

- Menarini
- Nihon Kohden
- Siemens
- Sysmex
- 2. Flow Cytometers
  - a. Introduction
  - b. System Overview
    - Becton Dickinson
    - Beckman Coulter/Danaher
- 3. Platelet Aggregometers
- 4. Sedimentation Rate Analyzers
  - Diesse Ves Matic
  - Polymedco
- D. Current Market Needs and Future Demand For Hematology Analyzers
- E. Reagents and Controls
- F. Current and Emerging Technologies
  - 1. Information Technologies
  - 2. Automation and Robotics
  - 3. Lasers
  - 4. Artificial Intelligence
  - 5. Monoclonal Antibodies
  - 6. Molecular Diagnostics
  - 7. Microdrop Technology

### **III. ITALY**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Growth and Major Suppliers' Instrument Placements, Installed Base, Sales and Market Shares

### **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 the Decentralized Testing Markets
  - 1. Four Marketing Approaches
  - 2. Product Complexity Factor
  - 3. Customer Preference Factor
  - 4. Established Suppliers
  - 5. Emerging Suppliers
  - 6. Major Types of Distributors
  - 7. Market Segmentation Factor

## **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  
Agilent Technologies  
Beckman Coulter/Danaher  
Becton Dickinson  
Bio-Rad  
CellaVision  
Horiba  
Iris Diagnostics/Danaher  
Nihon Kohden  
Ortho-Clinical Diagnostics  
Roche

Siemens  
Sysmex

## **XV. APPENDIX: MAJOR UNIVERSITIES AND RESEARCH CENTERS DEVELOPING NEW HEMATOLOGY/FLOW CYTOMETRY TECHNOLOGIES AND APPLICATIONS**

## List Of Tables

### LIST OF TABLES

Summary Table I: Italy, All Market Segments, Total Hematology and Flow Cytometry Specimen Volume Forecast

Summary Table II: Italy, All Market Segments, Total Hematology and Flow Cytometry Test Volume Forecast

Summary Table III: Italy, All Market Segments, Total Hematology and Flow Cytometry Market Forecast

Italy, Laboratories Performing Hematology and Flow Cytometry Testing By Market Segment

Italy, Hospital Laboratories Performing Hematology and Flow Cytometry Tests By Bed Size

Italy, Commercial/Private Laboratories Performing Hematology and Flow Cytometry Tests By Annual Test Volume

Italy, Total Routine Hematology Specimen Volume By Market Segment

Italy, Total Flow Cytometry and Special Hematology Specimen Volume Forecast By Market Segment

Italy, Hospital Laboratories, Hematology and Flow Cytometry Specimen Volume Forecast

Italy, Commercial/Private Laboratories, Hematology and Flow Cytometry Specimen Volume Forecast

Italy, Total Routine Hematology Test Volume Forecast By Market Segment

Italy, Total Flow Cytometry and Special Hematology Test Volume Forecast By Market Segment

Italy, All Market Segments, Total Routine Hematology Test Volume Forecast

Italy, Hospital Laboratories, Routine Hematology Test Volume Forecast

Italy, Commercial/Private Laboratories, Routine Hematology Test Volume Forecast

Italy, All Market Segments, Total Flow Cytometry and Special Hematology Test Volume Forecast

Italy, Hospital Laboratories, Flow Cytometry And Special Hematology Test Volume Forecast

Italy, Commercial/Private Laboratories, Flow Cytometry And Special Hematology Test Volume Forecast

Italy, Major Hematology Analyzers, Estimated Placements and Installed Base

Italy, Major Flow Cytometers, Estimated Placements and Installed Base

Italy, Total Hematology Market Forecast By Market Segment

Italy, Hematology Consumable Market Forecast By Market Segment

Italy, Hematology Instrument Market Forecast By Market Segment  
Italy, Total Flow Cytometry Market Forecast By Market Segment  
Italy, Flow Cytometry Instrument Market Forecast By Market Segment  
Italy, Flow Cytometry Consumable Market Forecast By Market Segment  
Italy, Total Hematology Market By Major Supplier  
Italy, Hematology Consumable Market By Major Supplier  
Italy, Hematology Instrument Market By Major Supplier  
Italy, Total Flow Cytometry Market By Major Supplier  
Italy, Flow Cytometry Consumable Market By Major Supplier  
Italy, Flow Cytometry Instrument Market By Major Supplier

## I would like to order

Product name: 2015 Italy Hematology and Flow Cytometry Analyzers and Consumables Market: Supplier Shares, Country Segment Forecasts, Competitive Strategies, Innovative Technologies, Instrumentation Review

Product link: <https://marketpublishers.com/r/29A3954E0B9EN.html>

Price: US\$ 4,960.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/29A3954E0B9EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970