

# 2016 New Frontiers in Italian Clinical Chemistry and Immunodiagnostic Markets: Business Challenges, Emerging Technologies, Competitive Landscape

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## **Abstracts**

Complete report **\$6,100.** DataPack (test volumes, sales forecasts, supplier shares) **\$3,950.** 

"2016 New Frontiers in Italian Clinical Chemistry and Immunodiagnostic Markets" is VPGMarketResearch's new study of the major business opportunities emerging in the Italian clinical chemistry and immunodiagnostic markets during the next five years. The report explores future trends in the Italian market; provides estimates of the specimen, test and sales volumes, as well as major suppliers' sales and market shares; compares features of leading analyzers; profiles key competitors; and identifies specific product and marketing opportunities emerging during the next five years.

The report provides five-year volume and sales forecasts for over 100 clinical chemistry, TDM, endocrine, cancer, immunoprotein and abused drug assays performed in hospitals, commercial laboratories, physician offices, and ambulatory care centers, including controls, calibrators and consumables.

## Rationale

The clinical chemistry and immunodiagnostic markets are undergoing significant transformation, caused by convergence of new and more stringent regulations; advances in diagnostic technologies, system engineering, automation, and IT; and intensifying competition. Some segments, like routine chemistry, are already resembling commodity markets, where product positioning and cost per test are more critical than underlying technology. This evolving marketplace creates exciting



opportunities for a variety of new instruments, reagent systems, and auxiliary products, such as specimen preparation devices, controls, and calibrators.

## **Italy Market Overview**

- Estimates of facilities performing clinical chemistry and immunodiagnostic tests.
- 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**

- Comprehensive review of the market dynamics, trends, structure, size, growth, and key suppliers.
- Test volume and sales forecasts for over 100 clinical chemistry,

TDM, endocrine, cancer, immunoprotein and abused drug assays,

by market segment:

° Hospitals



° Commercial/Private Laboratories

## **Tests Analyzed in the Report**

Routine Clinical Chemistry

Albumin, Alkaline Phosphatase, ALT/SGPT, Ammonia, Amylase, AST/SGOT, Bilirubin, Total,

BUN (Blood Urea Nitrogen), Calcium, Cardio CRP, Carbon Dioxide/Bicarbonate, Chloride, Cholesterol, Creatine Kinase (CK), CK-MB, Creatinine, CRP, Ferritin, GGT, Glucose, HDL Cholesterol, Homocysteine, Iron, LDH, LDL Cholesterol, Magnesium, Phosphorus, Potassium, Protein, Total, Sodium, Triglycerides, Troponin, Uric Acid.

Therapeutic Drug Monitoring (TDM)

Amikacin, Carbamazepine, Cyclosporin, Digoxin, Everolimus, Gentamicin, Levetiracetam,

Lithium, Methotrexate, NAPA/Procainamide, Phenobarbital, Phenytoin, Quinidine, Sirolimus.

Tacrolimus, Theophylline, Tobramycin, Topirimate, Valproic Acid, Vancomycin.

**Endocrine Function** 

Cortisol, Estradiol, FSH, HCG, Gastrin, LH, Progesterone, PTH/IO PTH,

Prolactin, T3, T3 Uptake, Free T3, T4, Free T4, TBG, Testosterone,

Thyroglobulin Ab, TPO Ab, TSH.

Tumor Markers and Special Chemistry

AFP, CA 15-3/27-29, CA 19-9, CEA, Ferritin, Follate (Folic Acid),

Glycosylated Hemoglobin, HCG, 25-Hydroxy Vitamin D2 and D3, Occult Blood,

PAP, PSA, Thyroglobulin, Vitamin B-12.



## <u>Immunoproteins</u>

C3, C4, Free Light Chains, Haptoglobin, IgA, IgE Specific, IgE Total, IgG, IgM, Immunofixation, Prealbumin, Protein Electrophoresis.

Drugs of Abuse

Amphetamines, Barbiturates, Benzodiazepines, Cannabinoids/Marijuana, Cocaine,

LSD, Methadone, Methaqualone, Opiates, Phencyclidine (PCP),

Propoxyphene, Tricyclic Antidepressants.

## **Current and Emerging Products**

- Analysis of current and emerging clinical chemistry and immunodiagnostic tests.
- Review of current instrumentation technologies, and feature comparison of high-, medium-, and low-volume/POC analyzers.

## **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**

 Strategic assessments of major suppliers and emerging market entrants, including their sales, product



portfolios, marketing tactics, collaborative arrangements and new products in R&D.

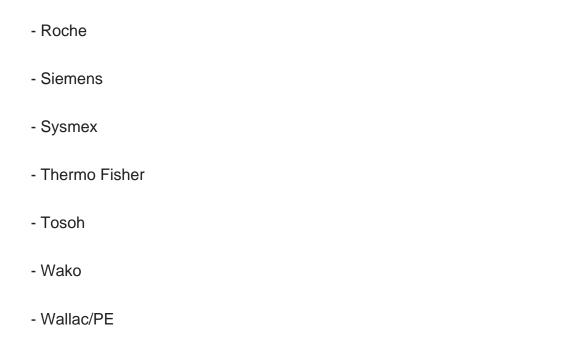
- The companies analyzed in the report include:Abbott Laboratories
  - AdnaGen
  - Agilent Technologies
  - Bayer Healthcare
  - Beckman Coulter/Danaher
  - Biomedical Diagnostics
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  - Kyowa Medex
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- Ortho-Clinical Diagnostics

Contains 561 pages and 103 tables

- Quest Diagnostics





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**EMIT** 

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Agilent Technologies

Beckman Coulter/Danaher

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**BioMerieux** 

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