

2016 New Frontiers in the Italian Coagulation Testing Market: Business Challenges, Emerging Technologies, Competitive Landscape

<https://marketpublishers.com/r/26D923232B8EN.html>

Date: October 2015

Pages: 402

Price: US\$ 4,880.00 (Single User License)

ID: 26D923232B8EN

Abstracts

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

“**2016 New Frontiers in the Italian Coagulation Testing Market**” is VPGMarketResearch’s new report designed to help current suppliers and potential market entrants identify and evaluate emerging business opportunities and develop effective strategies for the Italian coagulation testing market during the next five years.

The report explores business and technological trends in the Italian coagulation testing market; provides estimates of the test volume, as well as sales and market shares for leading instrument and reagent competitors; compares features of major analyzers; profiles leading market players; analyzes potential applications of emerging technologies; and identifies specific product and business opportunities facing instrument and consumable suppliers during the next five years.

Rationale

The growing cost-containment pressures in major industrialized nations, coupled with continued technological advances in chromogenic substrates, monoclonal antibodies, immunoassays, molecular diagnostics, computers and laboratory automation will radically change the Italian coagulation diagnostics practice during the next five years. New specific and sensitive markers of coagulation will be increasingly used on

automated instrumentation. Coagulation testing will also become more standardized, offering opportunities for quality control products and services. Moreover, the continuing contraction of the hospital system and technological advances will facilitate decentralization of the coagulation testing closer to the patient, thus creating additional opportunities and challenges for suppliers.

Italian Market Overview

- Comprehensive market segmentation analysis, including review of the market dynamics, structure, size, growth and major suppliers.
- Estimated universe of facilities performing coagulation tests.
- Five-year test volume and sales projections.

Business Opportunities and Strategic Recommendations

- Product development and business expansion opportunities with significant market appeal.
- "Ideal" product models with tentative prices and operating characteristics.
- Alternative market penetration strategies for instrument and reagent suppliers.
- Potential market entry barriers and risks.

Current and Emerging Coagulation Tests

Activated Clotting Time (ACT) (1), Activated Protein C Resistance, Activated PTT (APTT), Alpha 2-Antiplasmin, Antithrombin III, Bleeding Time, D-Dimer, Factor II, Factor V, Factor V Leiden, Factor VII, Factor VIII, Factor IX,

Factor Ixa, Factor X (Stuart Factor), Factor Xa, Factor XI, Factor XII, Factor XIII,

Fibrin Degradation Products, Fibrinogen, Fletcher Factor/Pre-Kallikrein Factor Activation,

Heparin/Anti-Factor Xa, Heparin-Induced Thrombocytopenia, Plasmin, Plasminogen,

Plasminogen Activator Inhib., Platelet Function/Aggregation, Protein C, Protein S,

Prothrombin Mutation, Prothrombin Time (PT), Reptilase Time, Thrombin Time,

Von Willebrand's Factor Fav/Ag, and others.

Sales and Market Share Analysis of Instrument and Reagent Suppliers

- Sales and market shares of major instrument

and consumable manufactures.

Market Segmentation Analysis

- Comprehensive market

segmentation analysis, including:

- Hospitals

- Commercial/Private Laboratories

- Test volume forecasts for over 40 major procedures,

by market segment.

Current and Emerging Products

- Review of established and new procedures.

- Comparison of automated and semi-automated

analyzers marketed by Diagnostica Stago, Helena, IL, Roche, Siemens, Sysmex and other suppliers.

Technology Review

- Analysis of current and emerging technologies

and their potential market applications.

- Comprehensive lists of companies developing

or marketing new technologies and products by test.

Competitive Strategies

- Strategic assessments of major suppliers and start-up firms

developing innovative coagulation testing technologies

and products, including their sales, product portfolios,

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

- The companies analyzed in the report include:

- Abbott

- ADI/American Diagnostica

- Alere/Biosite/Inverness

- Axis-Shield

- Beckman Coulter/Danaher

- Becton Dickinson

- Bio/Data
- Chrono-Log
- Corgenix Medical
- Diagnostica Stago/Trinity Biotech
- Grifols
- Helena Laboratories
- Hyphen BioMed
- Instrumentation Laboratory
- ITC/Nexus Dx
- Roche
- Siemens
- Sienco
- Sysmex
- Thermo Fisher
- ZyCare/Alere

Contains 402 pages and 35 tables

Contents

I. INTRODUCTION

II. WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW

A. Major Routine and Special Coagulation Tests

1. Introduction
2. Activated Partial Thromboplastin Time (APTT)
3. Alpha-2 Antiplasmin
4. Antithrombin III
5. Bleeding Time
6. D-Dimer
7. Ethanol Flocculation Test
8. Euglobulin Lysis
9. Factor Assays
 - a. Introduction
 - b. Factor II
 - c. Factor V/Factor V Leiden
 - d. Factor VII
 - e. Factor VIII
 - f. Factor IX
 - g. Factor IXa
 - h. Factor X (Stuart Factor)
 - i. Factor Xa
 - j. Factor XI
 - k. Factor XII
 - l. Factor XIII
10. Fibrin Degradation Products
11. Fibrinogen
12. Heparin
13. Hirudin
14. Hypercoagulability and Thrombosis
15. Lipoprotein a
16. Plasmin
17. Plasminogen
18. Plasminogen Activator Inhibitor (PAI)
19. Platelet Function Tests
20. Platelet Aggregation

21. Proteins C and S
22. Prothrombin Fragment 1.2
23. Prothrombin Time (PT)
24. Reptilase Time
25. Thrombin Time
26. Tissue-Type Plasminogen Activator (t-PA)
27. Von Willebrand's Factor

B. Instrumentation Review

C. Major in Vitro Diagnostic Technologies and Their Potential Applications

1. Molecular Diagnostics
 - a. Technology Overview
 - b. Amplification Methods
 - c. Sequencing
 - d. Microarrays/Biochips
2. Chromogenic Substrates
3. Monoclonal and Polyclonal Antibodies
4. Immunoassays
5. Microcomputers
6. Automation
7. Robotics
8. Artificial Intelligence
9. Dry Chemistry
10. Biosensors

III. ITALY

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

IV. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES

V. DESIGN CRITERIA FOR DECENTRALIZED TESTING PRODUCTS

VI. 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

VII. 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

VIII. COMPETITIVE ASSESSMENTS

Abbott
ADI/American Diagnostica
Alere/Biosite/Inverness
Axis-Shield
Beckman Coulter/Danaher
Becton Dickinson
Bio/Data
Chrono-Log
Corgenix Medical
Diagnostica Stago/Trinity Biotech
Grifols
Helena Laboratories
HYPEN BioMed
Instrumentation Laboratory
ITC/Nexus Dx
Roche

Siemens
Sienco
Sysmex
Thermo Fischer
ZyCare/Alere

List Of Tables

LIST OF TABLES

Major Companies Developing or Marketing Activated Clotting Time Tests
Major Companies Developing or Marketing APTT Tests
Major Companies Developing or Marketing Alpha-2 Antiplasmin Tests
Major Companies Developing or Marketing Antithrombin III Tests
Major Companies Developing or Marketing Bleeding Time Tests
Major Companies Developing or Marketing D-dimer Tests
Major Companies Developing or Marketing Factor Assays
Major Companies Developing or Marketing Fibrin Degradation Product Tests
Major Companies Developing or Marketing Fibrinogen Tests
Major Companies Developing or Marketing Heparin Tests
Major Companies Developing or Marketing Plasmin Tests
Major Companies Developing or Marketing Plasminogen Tests
Major Companies Developing or Marketing Plasminogen Activator Inhibitor Tests
Major Companies Developing or Marketing Platelet Aggregation Tests
Major Companies Developing or Marketing Protein C Tests
Major Companies Developing or Marketing Protein S Tests
Major Companies Developing or Marketing PT Tests
Major Companies Developing or Marketing Thrombin Time Tests
Major Companies Developing or Marketing TPA Tests
Major Companies Developing or Marketing Von Willebrand's Factor Tests
Executive Summary Table: Italy, Total Coagulation Diagnostics Market By Market Segment and Product Category
Italy, Laboratories Performing Coagulation Tests By Market Segment
Italy, Hospital Laboratories Performing Coagulation Tests By Bed Size
Italy, Commercial/Private Laboratories Performing Coagulation Tests By Annual Test Volume
Italy, Hospital Laboratories Average Daily Test Volume
Italy, Commercial/Private Laboratories Average Daily Test Volume
Italy, Total Coagulation Test Volume By Market Segment
Italy, All Market Segments Coagulation Test Volume
Italy, Hospital Laboratories Coagulation Test Volume
Italy, Commercial/Private Laboratories Coagulation Test Volume
Italy, Coagulation Reagent Market By Market Segment
Italy, Major Suppliers of Coagulation Reagents Estimated Sales And Market Shares
Italy, Coagulation Instrument Market By Market Segment

Italy, Major Suppliers of Coagulation Analyzers, Estimated Instrument Sales and Market Shares

Italy, Total Coagulation Diagnostics Market By Product Category

Italy, Major Suppliers of Coagulation Diagnostic Products, Estimated Sales and Market Shares

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