

# 2015 Opportunities in the Italian Sexually-Transmitted Diseases (STD) Diagnostic Testing Market

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## Abstracts

This new 280-pages report from VPGMarketResearch presents detailed analysis of the Italian STD market, including sales forecasts and supplier shares for Chancroid, Chlamydia, Gonorrhoea, Herpes (I/II, VI), Papillomavirus (Pap Smear, HPV), and Syphilis. The report provides test volume and sales projections for Hospitals and Commercial/Private Labs.

In addition to market share and sales forecasts, the report:

Examines market applications of Molecular Diagnostics, Monoclonal Antibodies, Immunoassays, IT and other emerging technologies;

Reviews features and operating characteristics of major analyzers used for STD testing;

Profiles key suppliers and potential market entrants developing innovative technologies and products;

Analyzes emerging opportunities, alternative market penetration strategies, market entry barriers/risks, and strategic planning issues.

## Methodology

The report is based on a combination of primary and secondary information sources, including interviews with laboratory directors, and executives of leading diagnostics companies and start-up firms developing innovative products. In addition to primary

sources of information, a comprehensive review of the most recent technical and business publications, manufacturer product and financial literature, as well as VPGMarketResearch's proprietary data files was conducted.

Contains 280 pages and 14 tables

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