

2015 Strategies in the Global Nucleic Acid Testing Market

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Abstracts

This unique seven-country report, 1,398-page report is designed to help current suppliers and potential market entrants identify and evaluate major business opportunities emerging in the NAT market during this decade.

Highlights

Business and technological trends in seven major markets

Five- and ten-year test volume and sales forecasts

Market shares of leading competitors

Feature comparison of major analyzers

Profiles of market players and start-up firms developing innovative technologies and products

Specific product and business opportunities for instrument and consumable suppliers.

Rationale

The NAT market is unquestionably the most rapidly growing segment of the in vitro diagnostics industry. The next five years will witness significant developments in reagent systems and automation, as well as introduction of a wide range of new

products that will require innovative marketing approaches. The rate of market penetration into routine clinical laboratories, however, will depend on the introduction of cost-effective and automated systems with amplification methods. In order to successfully capitalize on the opportunities presented by the NAT market, many companies are already exploiting new molecular technologies as corporate strategic assets, managed in support of business and marketing strategies.

Integrating new technology planning with business and corporate strategies will be one of the most challenging tasks for diagnostic companies during the next ten years.

Geographic Coverage: France, Germany, Italy, Japan, Spain, UK, USA

Worldwide Market Overview

Laboratories performing DNA sequencing and NAT by country and market segment.

Five-year test volume and sales projections by country.

Market Segmentation Analysis

Sales and market shares of major suppliers of NAT reagent kits and components.

Ten-year test volume and sales forecasts for major applications, including:

Infectious Diseases

Forensic Testing

Cancer

Paternity Testing/HLA Typing

Genetic Diseases

Others

Ten-year test volume and sales projections for over 30NAT assays.

A comprehensive analysis of the sequencing market, by country and laboratory segment, including:

Industrial

Academic

Government

Commercial

Detailed market segmentation analysis, including review of the market dynamics, trends, structure, size, growth and major suppliers, by country.

Product/Technology Review

Comparison of leading NAT analyzers from Abbott, Beckman Coulter, BD, Bio-Rad, Gen-Probe, Roche, Tecan and other suppliers. Extensive review of NAT technologies, test formats, detection methodologies, trends in testing automation and over 30 target/signal amplification methods, including: PCR - bDNA - SDA - NASBA - TMA - SSSR, and others - LCR

Worldwide listings of companies, universities and research centers developing new NAT technologies and products.

Competitive Assessments Extensive strategic assessment of major suppliers and emerging market entrants, including their sales, product portfolios, marketing tactics, collaborative arrangements and new technologies/products in R&D. - Comprehensive listings of companies developing and marketing NAT products, by test and application.

Opportunities and Strategic Recommendations

Specific new product development opportunities with potentially significant market appeal during the next ten years. Design criteria for new products. Alternative market penetration strategies. Potential market entry barriers and risks. Business planning

issues and concerns.

Methodology

This report is based on a combination of primary and secondary information sources, including interviews with laboratory directors and executives of leading diagnostic companies and start-up firms developing innovative technologies and products in the U. S., five major European countries and Japan. 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 Venture Planning Group's proprietary data base was conducted.

Contains 1,398 pages and 194 tables

Contents

I. INTRODUCTION

II. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES

- A. Instrumentation
- B. Reagent Kits and Test Systems/panels
- C. Computers, Software and Automation
- D. Auxiliary Products

III. DESIGN CRITERIA FOR DECENTRALIZED TESTING PRODUCTS

IV. ALTERNATIVE MARKET PENETRATION STRATEGIES

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts
- D. Distribution Strategies For Decentralized Testing Markets

V. 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

VI. WORLDWIDE MARKET AND TECHNOLOGY REVIEW

- A. DNA Sequencing
 - 1. Introduction
 - 2. Sequencing Methods
 - 3. Autoradiography
 - 4. The Human Genome Project
 - 5. Sequencing Automation
 - 6. Image Scanners

7. Fluorescent Detection
 8. Gene Profiling
 9. Gene Expression
 10. Polymorphism Screening
 11. Protein Interaction Networks
- B. DNA and RNA Probe Technologies**
1. Basic Principles
 2. Probe Preparation
 3. The DNA Probe Test
 4. Test Formats
 5. Labeling Techniques
 6. Amplification Methods
- C. Detection Technologies**
1. Radioactive Methods
 - a. Overview
 - b. Major Isotopes
 - P-32
 - S-35
 - H-3
 - I-125
 2. Non-Isotopic Methods
 - a. Enzymatic Labels
 - b. Chemical Labeling
 - Indirect Chemical Labeling
 - Direct Chemical Labeling
 - c. Fluorescence
 - d. Chemiluminescence
 - e. Electrical Conductivity
- D. Molecular Diagnostic Instrumentation Review**
1. Abbott LCx
 2. Beckman Coulter/Biomek FK
 3. BD Viper System with XTR Technology
 4. BD Innova
 5. Becton Dickinson SDA
 6. bioMerieux NucliSENS easyMAG
 7. bioMerieux NucliSENS easyQ and MiniMAG
 8. Bio-Rad GeneScope
 9. Cepheid GeneXpert
 10. CURETIS UNYVERO

11. GENMARK DX ESENSOR XT-8
12. HOLOGIC/GEN-PROBE PANTHER
13. HOLOGIC/GEN-PROBE TIGRIS/DTS
14. HTG MOLECULAR EDGE
15. LIFE TECHNOLOGIES QUANTSTUDIO DX
16. QIAGEN QIASYMPHONY RGQ
17. Roche Cobas Amplicor
18. ROCHE COBAS TAQMAN 48
19. ROCHE COBAS TAQMAN
20. ROCHE COBAS TAQMAN AMPLIPREP
21. ROCHE LIGHCYCLER 480
22. ROCHE COBAS 4800
23. ROCHE COBAS S 201
24. SIEMENS VERSANT
25. Tecan LS Series

E. Biochips: Genosensors, Microarrays, and Labs-on-the-Chip

Liquid Transportation and Mixing

Separation

Reaction

Detection

F. Pharmacogenomics

G. Major Applications

1. Microbiology/Infectious Diseases

a. Overview

b. Major Infectious Diseases

AIDS: HIV/HIV-1/2/Combo, HIVAg/HIV NAT, Western Blot, HTLV-I/II

Adenovirus

Aeromonas

Anthrax/Bacillus Anthracis

Arboviruses

Babesiosis

Bacillary Epithelioid Angiomatosis (BEA) and Other Bartonella (Rochalimaea)

Blastocystis Hominis

Brucella

Campylobacter

Candida

Chagas Disease

Chancroid

Chlamydia

Clostridium Difficile
Coronaviruses
Coxsackieviruses
Creutzfeldt-Jakob's Disease
Cryptosporidium Parvum
Cyclospora Cayetanensis
Cytomegalovirus
Ebola Virus
E. Coli
EchoVirus
Encephalitis
Enteroviruses
Epstein-Barr Virus
Giardia Lamblia
Gonorrhea
Granuloma Inguinale
Hantavirus
Helicobacter Pylori
Hepatitis: HAV NAT, HBV NAT, HBs Ag, HCV, HCV NAT, Anti-HBc, Anti-HBs, Anti-HAV, Hepatitis Delta, HBc Ag, HBe Ag, ALT/SGPT
Herpes Simplex Virus
Human Herpes Virus-6 (HHV-6)
Influenza Viruses
Legionella
Lyme Disease
Lymphogranuloma Venereum (LGV)
Malaria
Measles (Rubeola)
Meningitis
Microsporidium
Mononucleosis
Mumps
Mycoplasma
Papillomaviruses
Parvovirus B19
Pneumonia
Polyomaviruses
Pseudomonas Aeruginosa
Rabies

- Respiratory Syncytial Virus (RSV)
- Rhinoviruses
- Rotavirus
- Rubella
- Salmonellosis
- Septicemia
- Shigellosis
- Staphylococcus Aureus
- Streptococci
- Syphilis
- Toxoplasmosis
- Trichomonas Vaginalis
- Tuberculosis
- Vibrio
- West Nile Virus
- Yersina
- 2. Cancer Testing
 - a. Overview
 - b. Major Cancer Types
 - Prostate
 - Lung
 - Colon and Rectum
 - Breast
 - Skin
 - Uterine
 - Leukemia
 - Oral
 - c. Oncogenes
 - Abl/abl-bcr
 - AIB1
 - BCL-2
 - BRCA1
 - CD44
 - C-fos
 - C-myb
 - C-myc
 - CYP17
 - Erb-B
 - HPC1

N-myc

P40

P51

P53

PIK3CA

PTI-1

Ras

Reg

Sis

Src

3. Genetic Diseases

a. Overview

b. Nucleic Acid Amplification

c. Chromosome Imaging

d. Genomics Technologies

e. Proteomics Technologies

f. Current Pharmacogenomic Tests

g. Future Pharmacogenomic Testing

h. Major Diseases

Achondroplasia

Autosomal Dominant Polycystic Kidney Disease

Cancer

Cosmetogenomics

Cystic Fibrosis

Down's Syndrome

Duchenne and Becker Muscular Dystrophy

Factor V (Leiden)

Factor IX Deficiency

Fragile X Syndrome

Heart Disease

Hemochromatosis

Hemophilia

Huntington's Disease

Maternal-Fetal Incompatibility

Multiple Endocrine Neoplasia

Phenylketonuria (PKU)

Polycystic Kidney Disease (PKD)

Prenatal Screening

Retinitis Pigmentosa

- Retinoblastoma
- Sickle Cell Anemia
- Spinal Muscular Atrophy
- Vitamin B12 Metabolism
- i. Social Issues and Concerns
- 4. Forensic Testing
 - a. Overview
 - b. Multilocus and Single Locus Probes
 - Multilocus Probes
 - Single Locus Probes
 - PCR and RFLP
 - c. The FBI
 - d. DNA Profile Data Banks
 - U.S.A.
 - U.K.
 - e. Judicial Implementation
 - f. Major Crime Categories
 - g. Factors Contributing to the DNA Probe Market Expansion
 - Technology Availability
 - Use of Hair as Evidence
 - h. Wildlife Forensics
- 5. Paternity Testing/HLA Typing
- 6. Other Applications
 - a. Disease Susceptibility Testing
 - b. Cardiovascular Diseases
 - c. Diabetes
 - d. Alzheimer's Disease
 - e. Periodontal Disease
 - f. Plasma Purification
 - g. Organ Transplantation
 - h. Water Contamination
 - i. Other
- H. Competing/complementing
 - 1. Monoclonal Antibodies/Immunoassays
 - 2. RNA Probes
 - 3. Two-Dimensional Electrophoresis
 - 4. Flow Cytometry

VII. WORLDWIDE MARKET OVERVIEW

1. Business Environment
2. Market Structure
3. Market Size and Growth

VIII. FRANCE MOLECULAR DIAGNOSTICS MARKET

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

IX. GERMANY MOLECULAR DIAGNOSTICS MARKET

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

X. ITALY MOLECULAR DIAGNOSTICS MARKET

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

XI. JAPAN MOLECULAR DIAGNOSTICS MARKET

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

XII. SPAIN MOLECULAR DIAGNOSTICS MARKET

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

XIII. U.K. MOLECULAR DIAGNOSTICS MARKET

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

XIV. U.S.A. MOLECULAR DIAGNOSTICS MARKET

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

XV. COMPETITIVE ASSESSMENTS

Abbott
Affymetrix
Agilent Technologies
Applied Gene Technologies
Arca Biopharma
Beckman Coulter/Danaher
Becton Dickinson
Biokit
bioMerieux
Bio-Rad
Biotest
Cepheid
CellMark Forenciscs/LabCorp
Decode Genetics
Diadexus

Eiken
Elitech Group
Enzo
Exact Sciences
Fujirebio
Grifols
Hologic/Gen-Probe
Illumina
Kreatech/Leica
Li-Cor Biosciences
Monogram Biosciences/LabCorp
Myriad Genetics
Ortho-Clinical Diagnostics
Perkin Elmer/Caliper
Proteome Sciences
Qiagen
Roche
Scienion
Sequenom
Shimadzu
Siemens
Sierra Molecular
Takara Bio
Tecan Group
Thermo Fisher

XVI. APPENDIX: MAJOR UNIVERSITIES AND RESEARCH CENTERS DEVELOPING MOLECULAR DIAGNOSTIC TECHNOLOGIES

List Of Tables

LIST OF TABLES

Major Companies Developing or Marketing AIDS Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Adenovirus Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Bartonella Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Campylobacter Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Candida Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Chlamydia Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Clostridium Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Coronavirus Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Cryptosporidium Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing CMV Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Echovirus Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Enterovirus Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing EBV Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Giardia Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Gonorrhea Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Hantavirus Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Helicobacter Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Hepatitis Molecular Diagnostic and Other

Direct Identification Tests

Major Companies Developing or Marketing Herpes Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Influenza Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Legionella Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Lyme Disease Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Measles Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Meningitis Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Mononucleosis Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Mumps Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Mycoplasma Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Pneumonia Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing RSV Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Rotavirus Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Rubella Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Salmonella Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Septicemia Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Shigella Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Streptococci Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Syphilis Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Toxoplasmosis Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Trichomonas Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Tuberculosis Molecular Diagnostic and Other Direct Identification Tests

Oncogenes Potential Application in Cancer Diagnosis

Major Companies Developing or Marketing Cancer Molecular Diagnostic Tests

Major Companies Developing or Marketing Molecular Diagnostic Tests For Genetic Diseases

Worldwide, Laboratories Performing DNA Sequencing by Country

Worldwide, Molecular Diagnostics Market Potential Laboratory Universe by Country

Worldwide, Molecular Diagnostic Test Volume Forecast by Country

Worldwide, Molecular Diagnostics Market Forecast by Country

France Molecular Diagnostics Test Volume And Sales By Major Application 2014-2019

France Laboratories Performing DNA Sequencing By Market Segment 2014

France Molecular Diagnostics Market Potential Laboratory Universe by Market Segment 2014

France Molecular Diagnostics Test Volume By Major Application 2014-2019

France Major Infectious Disease Test Volume by Assay 2014-2019

France Major Infectious Disease Test Volume by Method 2014

France Molecular Diagnostics Market By Major Application 2014-2019

France Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers 2014

France Major Infectious Disease Diagnostics Market by Assay 2014-2019

France AIDS Testing Market Estimated Sales by Major Supplier 2014

France Adenovirus Testing Market Estimated Sales by Major Supplier 2014

France Chlamydia Testing Market Estimated Sales by Major Supplier 2014

France CMV Testing Market Estimated Sales by Major Supplier 2014

France Gonorrhoea Testing Market Estimated Sales by Major Supplier 2014

France Hepatitis Testing Market Estimated Sales by Major Supplier 2014

France Hepatitis C Testing Market Estimated Sales by Major Supplier 2014

France HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier 2014

France Herpes Testing Market Estimated Sales by Major Supplier 2014

France Influenza Testing Market Estimated Sales by Major Supplier 2014

France Meningitis Testing Market Estimated Sales by Major Supplier 2014

France Mycoplasma Testing Market Estimated Sales by Major Supplier 2014

France RSV Testing Market Estimated Sales by Major Supplier 2014

France Shigella Testing Market Estimated Sales by Major Supplier 2014

Germany Molecular Diagnostics Test Volume And Sales By Major Application

2014-2019

Germany Laboratories Performing DNA Sequencing By Market Segment 2014

Germany Molecular Diagnostics Market Potential Laboratory Universe by Market Segment 2014

Germany Molecular Diagnostics Test Volume By Major Application 2014-2019

Germany Major Infectious Disease Test Volume by Assay 2014-2019

Germany Major Infectious Disease Test Volume by Method 2014

Germany Molecular Diagnostics Market By Major Application 2014-2019

Germany Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers 2014

Germany Major Infectious Disease Diagnostics Market by Assay 2014-2019

Germany AIDS Testing Market Estimated Sales by Major Supplier 2014

Germany CMV Testing Market Estimated Sales by Major Supplier 2014

Germany EBV Testing Market Estimated Sales by Major Supplier 2014

Germany Gonorrhoea Testing Market Estimated Sales by Major Supplier 2014

Germany Hepatitis Testing Market Estimated Sales by Major Supplier 2014

Germany Hepatitis C Testing Market Estimated Sales by Major Supplier 2014

Germany HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier 2014

Germany Herpes Testing Market Estimated Sales by Major Supplier 2014

Germany Influenza Testing Market Estimated Sales by Major Supplier 2014

Germany Meningitis Testing Market Estimated Sales by Major Supplier 2014

Germany Mycoplasma Testing Market Estimated Sales by Major Supplier 2014

Germany Pneumonia Testing Market Estimated Sales by Major Supplier 2014

Germany RSV Testing Market Estimated Sales by Major Supplier 2014

Germany Rotavirus Testing Market Estimated Sales by Major Supplier 2014

Italy Molecular Diagnostics Test Volume And Sales By Major Application 2014-2019

Italy Laboratories Performing DNA Sequencing By Market Segment 2014

Italy Molecular Diagnostics Market Potential Laboratory Universe by Market Segment 2014

Italy Molecular Diagnostics Test Volume By Major Application 2014-2019

Italy Major Infectious Disease Test Volume by Assay 2014-2019

Italy Major Infectious Disease Test Volume by Method 2014

Italy Molecular Diagnostics Market By Major Application 2014-2019

Italy Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers 2014

Italy Major Infectious Disease Diagnostics Market by Assay 2014-2019

Italy AIDS Testing Market Estimated Sales by Major Supplier 2014

Italy CMV Testing Market Estimated Sales by Major Supplier 2014

Italy Gonorrhoea Testing Market Estimated Sales by Major Supplier 2014
Italy Hepatitis Testing Market Estimated Sales by Major Supplier 2014
Italy Hepatitis C Testing Market Estimated Sales by Major Supplier 2014
Italy HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier 2014
Italy Herpes Testing Market Estimated Sales by Major Supplier 2014
Italy Influenza Testing Market Estimated Sales by Major Supplier 2014
Italy Meningitis Testing Market Estimated Sales by Major Supplier 2014
Italy Mycoplasma Testing Market Estimated Sales by Major Supplier 2014
Italy RSV Testing Market Estimated Sales by Major Supplier 2014
Japan Molecular Diagnostics Test Volume And Sales By Major Application 2014-2019
Japan Laboratories Performing DNA Sequencing By Market Segment 2014
Japan Molecular Diagnostics Market Potential Laboratory Universe by Market Segment 2014
Japan Molecular Diagnostics Test Volume By Major Application 2014-2019
Japan Major Infectious Disease Test Volume by Assay 2014-2019
Japan Major Infectious Disease Test Volume by Method 2014
Japan Molecular Diagnostics Market By Major Application 2014-2019
Japan Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers 2014
Japan Major Infectious Disease Diagnostics Market by Assay 2014-2019
Japan AIDS Testing Market Estimated Sales by Major Supplier 2014
Japan Chlamydia Testing Market Estimated Sales by Major Supplier 2014
Japan CMV Testing Market Estimated Sales by Major Supplier 2014
Japan Gonorrhoea Testing Market Estimated Sales by Major Supplier 2014
Japan Hepatitis Testing Market Estimated Sales by Major Supplier 2014
Japan Hepatitis C Testing Market Estimated Sales by Major Supplier 2014
Japan Herpes Testing Market Estimated Sales by Major Supplier 2014
Japan Meningitis Testing Market Estimated Sales by Major Supplier 2014
Japan Mycoplasma Testing Market Estimated Sales by Major Supplier 2014
Japan Pneumonia Testing Market Estimated Sales by Major Supplier 2014
Japan Shigella Testing Market Estimated Sales by Major Supplier 2014
Spain Molecular Diagnostics Test Volume And Sales By Major Application 2014-2019
Spain Laboratories Performing DNA Sequencing By Market Segment 2014
Spain Molecular Diagnostics Market Potential Laboratory Universe by Market Segment 2014
Spain Molecular Diagnostics Test Volume By Major Application 2014-2019
Spain Major Infectious Disease Test Volume by Assay 2014-2019
Spain Major Infectious Disease Test Volume by Method 2014
Spain Molecular Diagnostics Market By Major Application 2014-2019

Spain Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers 2014

Spain Major Infectious Disease Diagnostics Market by Assay 2014-2019

Spain AIDS Testing Market Estimated Sales by Major Supplier 2014

Spain Chlamydia Testing Market Estimated Sales by Major Supplier 2014

Spain CMV Testing Market Estimated Sales by Major Supplier 2014

Spain Gonorrhea Testing Market Estimated Sales by Major Supplier 2014

Spain Hepatitis Testing Market Estimated Sales by Major Supplier 2014

Spain Hepatitis C Testing Market Estimated Sales by Major Supplier 2014

Spain HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier 2014

Spain Herpes Testing Market Estimated Sales by Major Supplier 2014

Spain Influenza Testing Market Estimated Sales by Major Supplier 2014

Spain Meningitis Testing Market Estimated Sales by Major Supplier 2014

Spain Mycoplasma Testing Market Estimated Sales by Major Supplier 2014

U.K. Molecular Diagnostics Test Volume And Sales By Major Application 2014-2019

U.K. Laboratories Performing DNA Sequencing By Market Segment 2014

U.K. Molecular Diagnostics Market Potential Laboratory Universe by Market Segment 2014

U.K. Molecular Diagnostics Test Volume By Major Application 2014-2019

U.K. Major Infectious Disease Test Volume by Assay 2014-2019

U.K. Major Infectious Disease Test Volume by Method 2014

U.K. Molecular Diagnostics Market By Major Application 2014-2019

U.K. Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers 2014

U.K. Major Infectious Disease Diagnostics Market by Assay 2014-2019

U.K. AIDS Testing Market Estimated Sales by Major Supplier 2014

U.K. Gonorrhea Testing Market Estimated Sales by Major Supplier 2014

U.K. Hepatitis Testing Market Estimated Sales by Major Supplier 2014

U.K. Hepatitis C Testing Market Estimated Sales by Major Supplier 2014

U.K. HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier 2014

U.K. Influenza Testing Market Estimated Sales by Major Supplier 2014

U.K. Mycoplasma Testing Market Estimated Sales by Major Supplier 2014

U.K. Pneumonia Testing Market Estimated Sales by Major Supplier 2014

U.K. Shigella Testing Market Estimated Sales by Major Supplier 2014

U.S.A. Molecular Diagnostics Test Volume And Sales By Major Application 2014-2019

U.S.A. Laboratories Performing DNA Sequencing By Market Segment 2014

U.S.A. Molecular Diagnostics Market Potential Laboratory Universe by Market Segment 2014

U.S.A. Molecular Diagnostics Test Volume by Major Application 2014-2019
U.S.A. Major Infectious Disease Test Volume by Assay 2014-2019
U.S.A. Major Infectious Disease Test Volume by Method 2014
U.S.A. Molecular Diagnostics Market By Major Application 2014-2019
U.S.A. Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers 2014
U.S.A. Major Infectious Disease Diagnostics Market by Assay 2014-2019
U.S.A. AIDS Testing Market Estimated Sales by Major Supplier 2014
U.S.A. Adenovirus Testing Market Estimated Sales by Major Supplier 2014
U.S.A. Chlamydia Testing Market Estimated Sales by Major Supplier 2014
U.S.A. CMV Testing Market Estimated Sales by Major Supplier 2014
U.S.A. Echovirus Testing Market Estimated Sales by Major Supplier 2014
U.S.A. Enterovirus Testing Market Estimated Sales by Major Supplier 2014
U.S.A. EBV Testing Market Estimated Sales by Major Supplier 2014
U.S.A. Gonorrhoea Testing Market Estimated Sales by Major Supplier 2014
U.S.A. Hepatitis Testing Market Estimated Sales by Major Supplier 2014
U.S.A. Hepatitis C Testing Market Estimated Sales by Major Supplier 2014
U.S.A. HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier 2014
U.S.A. Herpes Testing Market Estimated Sales by Major Supplier 2014
U.S.A. Influenza Testing Market Estimated Sales by Major Supplier 2014
U.S.A. Meningitis Testing Market Estimated Sales by Major Supplier 2014
U.S.A. Mycoplasma Testing Market Estimated Sales by Major Supplier 2014
U.S.A. Pneumonia Testing Market Estimated Sales by Major Supplier 2014
U.S.A. Rabies Testing Market Estimated Sales by Major Supplier 2014
U.S.A. RSV Testing Market Estimated Sales by Major Supplier 2014
U.S.A. Salmonella Testing Market Estimated Sales by Major Supplier 2014
U.S.A. Shigella Testing Market Estimated Sales by Major Supplier 2014
U.S.A. West Nile Virus Nat Market Reagent Sales by Major Supplier 2014

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