

# 2015 Strategies in the Italian Hemostasis Diagnostic Testing Market

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## Abstracts

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

## Summary

This comprehensive report contains 402 pages, 35 tables, and is designed to help current suppliers and potential market entrants identify and evaluate business opportunities emerging in 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 of leading competitors; compares features of major analyzers; profiles leading market players; and identifies specific product and business opportunities facing instrument and consumable suppliers during the next five years.

## 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**

Sales and market shares of major instrument and reagent suppliers. Competitive Assessments- Extensive strategic profiles of major suppliers and emerging market entrants. 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 emerging procedures. - Comparison of automated and semi-automated analyzers from Diagnostica Stago, Helena, IL, 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.

## **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.

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. Chromogenic Substrates
2. Monoclonal and Polyclonal Antibodies
3. Immunoassays
4. Molecular Diagnostics
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

### **X. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES**

### **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 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

### **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  
ADI/American Diagnostic  
Alere/Biosite/Inverness  
Axis-Shield  
Beckman Coulter/Danaher  
Becton Dickinson  
Bio/Data Corporation  
Chrono-Log  
Corgenix Medical  
Diagnostics Stago/Trinity Biotech  
Helena Laboratories  
HYPEN BioMed  
Instrumentation Laboratory  
ITC  
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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