

2015 Strategies in the Italian Hospital Microbiology Testing Market

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Abstracts

This new report from VPGMarketResearch contains 887 pages, 72 tables, and presents a comprehensive opportunities in the Italian microbiology disease testing market, including:

Major issues pertaining to the Italian hospital laboratory practice, as well as key economic, regulatory, demographic, social and technological trends with significant market impact during the next ten years.

Current scientific views on the definition, epidemiology, and etiology of major infectious diseases and microorganisms.

Volume and sales forecasts for 80 microbiology tests performed in Italian hospital laboratories.

Instrumentation technologies and feature comparison of leading analyzers.

Sales and market shares of leading suppliers.

Emerging diagnostic technologies and their potential market applications.

Product development opportunities.

Profiles of current and emerging suppliers, including their sales, market shares, product portfolios, marketing tactics, technological know-how, new products in R&D, collaborative arrangements and business strategies.

Business opportunities and strategic recommendations for suppliers.

Contains 887 pages and 72 tables

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