

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

<https://marketpublishers.com/r/2585955C1A4EN.html>

Date: May 2015

Pages: 280

Price: US\$ 1,560.00 (Single User License)

ID: 2585955C1A4EN

Abstracts

About This Report This new 280-page report from VPGMarketResearch.com presents detailed analysis of the Italian STD market, including sales forecasts and supplier shares for Chancroid, Chlamydia, Gonorrhea, 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; and

- 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 Venture Planning Group;s proprietary data files was conducted.

Contains 280 pages and 14 tables

Contents

I. INTRODUCTION

II. WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW

A. Major Infectious Disease Tests

1. CHANCROID

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs

2. CHLAMYDIA

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs

3. GONORRHEA

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs

4. HERPES SIMPLEX VIRUS

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs

Human Herpes Virus-6 (HHV-6)

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs

5. PAPILLOMAVIRUS (HPV)

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs

6. SYPHILIS

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs

B. Instrumentation Review of Leading Analyzers Marketed by Abbott, Beckman Coulter/Danaher, BioMerieux, Ortho-Clinical Diagnostics, Roche, Siemens, Tosoh, Wallac and Other Suppliers

C. Emerging Diagnostic Technologies

1. MOLECULAR DIAGNOSTICS
2. MONOCLONAL ANTIBODIES
3. IMMUNOASSAYS
4. DIFFERENTIAL LIGHT SCATTERING
5. INFORMATION TECHNOLOGY
6. ARTIFICIAL INTELLIGENCE
7. LIPOSOMES
8. FLOW CYTOMETRY
9. CHROMATOGRAPHY
10. DIAGNOSTIC IMAGING
11. GEL MICRODROPLETS
12. OTHER

V. ITALY: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES

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

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

COMPETITIVE ASSESSMENTS

Abbott
Affymetrix
Beckman Coulter/Danaher
Becton Dickinson
bioMerieux
Bio-Rad
Cepheid
Diamedix
DiaSorin
Eiken Chemical
Enzo Biochem
Fujirebio
Gen-Probe
Hologic
ID Biomedical
Innogenetics/Solvay
Kreatech
Life Technology
Lonza
Nanogen/Elitech
Novartis Diagnostics
Ortho-Clinical Diagnostics
Qiagen
Roche
Scienion
Sequenom
SeraCare
Siemens
Takara Bio
Thermo Fisher
Wallac
Wako

List Of Tables

LIST OF TABLES

Major Companies Developing or Marketing Chlamydia Tests
Major Companies Developing or Marketing Gonorrhea Tests
Major Companies Developing or Marketing Herpes Tests
Major Companies Developing or Marketing Pap Smear/HPV Tests
Major Companies Developing or Marketing Syphilis Tests
Italy Chancroid Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Chlamydia Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Gonorrhea Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Gonorrhea Testing Market Diagnostics Sales by Major Supplier
Italy Herpes Simplex I and II Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Herpes Type VI Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Papillomavirus (HPV) Test Volume and Diagnostics Sales Forecast by Market Segment
Italy PAP Smear Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Syphilis Test Volume and Diagnostics Sales Forecast by Market Segment

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