

2015 Strategies in the Lyme Disease Diagnostic Testing Market

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Abstracts

The report presents a detailed analysis of the Lyme disease diagnostics market in the US, Europe (France, Germany, Italy, Spain, UK) and Japan. Current scientific views on the Lyme disease definition, epidemiology and etiology are reviewed. The report provides the 5-year test volume and sales forecasts by country for the following market segments:

Hospitals

Commercial/Private Labs

Physician Offices

Public Health Labs

In addition to test volume and sales projections, the report presents sales and market share estimates for major suppliers of Lyme disease tests.

Also, the report examines the market applications of DNA Probes, Monoclonal Antibodies, Immunoassays, IT and other technologies; profiles leading suppliers and recent market entrants developing innovative technologies and products; and identifies emerging business expansion opportunities, alternative market penetration strategies, market entry barriers and risks, and strategic planning issues and concerns.

Contains 203 pages and 11 tables

Contents

I. INTRODUCTION

II. LYME DISEASE WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW

- A. Background
- B. Diagnostic Tests
- C. Vaccines and Drugs
- D. 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

III. FRANCE: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES

IV. GERMANY: TEST VOLUME AND DIAGNOSTICS SALES FORECAST BY MARKET SEGMENT

V. ITALY: TEST VOLUME AND DIAGNOSTICS SALES FORECAST BY MARKET SEGMENT

VI. JAPAN: TEST VOLUME AND DIAGNOSTICS SALES FORECAST BY MARKET SEGMENT

VII. SPAIN: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES

VIII. UK: TEST VOLUME AND DIAGNOSTICS SALES FORECAST BY MARKET

SEGMENT

IX. USA: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES

X. 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

XI. 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

XII. COMPETITIVE ASSESSMENTS

Abbott
Affymetrix
Beckman Coulter/Danaher
Becton Dickinson
bioMerieux
Bio-Rad
Cepheid
Diamedix

DiaSorin
Eiken Chemical
Enzo Biochem
Fujirebio
Grifols
Hologic/Gen-Probe
ID Biomedical
Innogenetics/Solvay/Alere
Kreatech Leica
Lonza
Nanogen/Elitech Group
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 Lyme Disease Tests

France Lyme Disease Test Volume and Diagnostics Sales Forecast by Market Segment

France Lyme Disease Testing Market Diagnostics Sales by Major Supplier

Germany Lyme Disease Test Volume and Diagnostics Sales Forecast by Market Segment

Italy Lyme Disease Test Volume and Diagnostics Sales Forecast by Market Segment

Japan Lyme Disease Test Volume and Diagnostics Sales Forecast by Market Segment

Spain Lyme Disease Test Volume and Diagnostics Sales Forecast by Market Segment

Spain Lyme Disease Testing Market Diagnostics Sales by Major Supplier

U.K. Lyme Disease Test Volume and Diagnostics Sales Forecast by Market Segment

U.S.A. Lyme Disease Test Volume and Diagnostics Sales Forecast by Market Segment

U.S.A. Lyme Disease Testing Market Diagnostics Sales by Major Supplier

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