

2015 Strategies in the Mononucleosis Diagnostic Testing Market

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Abstracts

The report presents a detailed analysis of the Mononucleosis diagnostics market in the US, Europe (France, Germany, Italy, Spain, UK) and Japan. Current scientific views on the Mononucleosis 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

For each country, in addition to test volume and sales projections, the report presents sales and market share estimates for major suppliers of Mononucleosis 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 200 pages and 15 tables

Contents

I. INTRODUCTION

II. MONONUCLEOSIS 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: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES

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

VI. JAPAN: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES

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

VIII. UK: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND

MARKET SHARES

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
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 Mononucleosis Tests
France Mononucleosis Test Volume and Diagnostics Sales Forecast by Market Segment
France Mononucleosis Testing Market Diagnostics Sales by Major Supplier
Germany Mononucleosis Test Volume and Diagnostics Sales Forecast by Market Segment
Germany Mononucleosis Testing Market Diagnostics Sales by Major Supplier
Italy Mononucleosis Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Mononucleosis Testing Market Diagnostics Sales by Major Supplier
Japan Mononucleosis Test Volume and Diagnostics Sales Forecast by Market Segment
Japan Mononucleosis Testing Market Diagnostics Sales by Major Supplier
Spain Mononucleosis Test Volume and Diagnostics Sales Forecast by Market Segment
Spain Mononucleosis Testing Market Diagnostics Sales by Major Supplier
U.K. Mononucleosis Test Volume and Diagnostics Sales Forecast by Market Segment
U.S.A. Mononucleosis Test Volume and Diagnostics Sales Forecast by Market Segment
U.S.A. Mononucleosis Testing Market Diagnostics Sales by Major Supplier

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