

# **2015 World Rubella Diagnostic Testing Market: Commercial Labs, Hospitals, Physician Offices, Public Health Labs - Supplier Shares, Competitive Strategies, Country Volume and Sales Segment Forecasts**

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## **Abstracts**

The report presents a detailed analysis of the Rubella diagnostics market in the US, Europe, (France, Germany, Italy, Spain, UK) and Japan. Current scientific views on the Rubella definition, epidemiology and etiology are reviewed. The report provides the 5- and 10-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 Rubella tests. Also, the report examines the market applications of DNA Probes, Monoclonal Antibodies, Immunoassays, IT and other technologies; reviews features and operating characteristics of automated analyzers; 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 235 pages and 15 tables

## Contents

### **I. INTRODUCTION**

### **II. RUBELLA WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW**

A. Background

B. Diagnostic Tests

C. Vaccines and Drugs

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

E. 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: 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/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 Rubella Tests

France Rubella Test Volume and Diagnostics Sales Forecast by Market Segment

France Rubella Testing Market Diagnostics Sales by Major Supplier

Germany Rubella Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Rubella Testing Market Diagnostics Sales by Major Supplier

Italy Rubella Test Volume and Diagnostics Sales Forecast by Market Segment

Italy Rubella Testing Market Diagnostics Sales by Major Supplier

Japan Rubella Test Volume and Diagnostics Sales Forecast by Market Segment

Japan Rubella Testing Market Diagnostics Sales by Major Supplier

Spain Rubella Test Volume and Diagnostics Sales Forecast by Market Segment

Spain Rubella Testing Market Diagnostics Sales by Major Supplier

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

U.K. Rubella Testing Market Diagnostics Sales by Major Supplier

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

U.S.A. Rubella Testing Market Diagnostics Sales by Major Supplier

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