

# 2016-2020 Future Horizons and Growth Strategies in the EU5 Molecular Diagnostics Market: Supplier Shares, Country Segment Forecasts, Competitive Intelligence, Opportunities

<https://marketpublishers.com/r/2A191CF66E8EN.html>

Date: March 2016

Pages: 1273

Price: US\$ 15,760.00 (Single User License)

ID: 2A191CF66E8EN

## Abstracts

Complete report \$19,700. DataPack (test volumes, sales forecasts, supplier shares) \$12,800. This new 1273-page comprehensive five-country report from VPGMarketResearch is designed to help current suppliers and potential market entrants identify and evaluate the major business opportunities emerging in the European molecular diagnostics market during the next five years. The report explores business and technological trends in major European countries (France, Germany, Italy, Spain, UK); provides 5-year test volume/sales forecasts; estimates shares of leading competitors; compares features of major analyzers; profiles leading market players; and identifies specific product and business opportunities facing instrument and consumable suppliers during the next five years. The \$4.5 billion molecular diagnostics market is unquestionably the most rapidly growing segment of the in vitro diagnostics industry. The next five years will witness significant developments in reagent systems and automation, as well as introduction of a wide range of new products that will require innovative marketing approaches. The rate of market penetration into routine clinical laboratories, however, will depend on the introduction of and cost-effective automated systems with amplification methods. In order to successfully capitalize on the opportunities presented by the molecular diagnostics market, many companies are already exploiting new technologies as corporate strategic assets, managed in support of business and marketing strategies. Integrating new technology planning with business and corporate strategies will be one of the most challenging tasks for diagnostics companies during the next five years. Contains 1273 pages and 139 tables

## Contents

### **I. INTRODUCTION**

### **II. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES**

- A. Instrumentation
- B. Reagent Kits and Test Systems/panels
- C. Computers, Software and Automation
- D. Auxiliary Products

### **III. DESIGN CRITERIA FOR DECENTRALIZED TESTING PRODUCTS**

### **IV. ALTERNATIVE MARKET PENETRATION STRATEGIES**

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts
- D. Distribution Strategies For Decentralized Testing Markets

### **V. 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

### **VI. WORLDWIDE MARKET AND TECHNOLOGY REVIEW**

- A. DNA Sequencing
  - 1. INTRODUCTION
  - 2. Sequencing Methods
  - 3. Autoradiography
  - 4. The Human Genome Project
  - 5. Sequencing Automation
  - 6. Image Scanners

7. Fluorescent Detection
  8. Gene Profiling
  9. Gene Expression
  10. Polymorphism Screening
  11. Protein Interaction Networks
- B. DNA and RNA Probe Technologies**
1. Basic Principles
  2. Probe Preparation
  3. The DNA Probe Test
  4. Test Formats
  5. Labeling Techniques
  6. Amplification Methods
- C. Detection Technologies**
1. Radioactive Methods
    - a. Overview
    - b. Major Isotopes
      - P
      - S
      - H
      - I
  2. NonIsotopic Methods
    - a. Enzymatic Labels
    - b. Chemical Labeling
      - Indirect Chemical Labeling
      - Direct Chemical Labeling
    - c. Fluorescence
    - d. Chemiluminescence
    - e. Electrical Conductivity
- D. Molecular Diagnostic Instrumentation Review**
1. Abbott LCx
  2. Beckman Coulter/Biomek FK
  3. BD Viper System with XTR Technology
  4. BD Innova
  5. Becton Dickinson SDA
  6. bioMerieux NucliSENS easyMAG
  7. bioMerieux NucliSENS easyQ and MiniMAG
  8. BioRad GeneScope
  9. Cepheid GeneXpert
  10. Curetis Unyvero

11. GenMark Dx eSensor XT-
12. Hologic/GenProbe Panther
13. Hologic/GenProbe Tigris/DTS
14. HTG Molecular Edge
15. Life Technologies QuantStudio Dx
16. Qiagen QIA Symphony RGQ
17. Roche Cobas Amplicor
18. Roche Cobas TaqMan
19. Roche Cobas TaqMan
20. ROCHE COBAS TAQMAN AMPLIPREP
21. Roche LighCycler
22. Roche Cobas 4800
23. Roche Cobas s
24. Siemens Versant
25. Tecan LS Series

#### E. Biochips: Genosensors, Microarrays, and LabsontheChip

Liquid Transportation and Mixing

Separation

Reaction

Detection

#### F. Pharmacogenomics

#### G. Major Applications

##### 1. Microbiology/Infectious Diseases

###### a. Overview

###### b. Major Infectious Diseases

AIDS: HIV/HIV1/2/Combo, HIVAg/HIV NAT, Western Blot, HTLV I/II

Adenovirus

Aeromonas

Anthrax/Bacillus Anthracis

Arboviruses

Babesiosis

Bacillary Epithelioid Angiomatosis (BEA) and Other Bartonella (Rochalimaea)

Blastocystis Hominis

Brucella

Campylobacter

Candida

Chagas Disease

Chancroid

Chlamydia

Clostridium Difficile  
Coronaviruses  
Coxsackieviruses  
CreutzfeldtJakob's Disease  
Cryptosporidium Parvum  
Cyclospora Cayetanensis  
Cytomegalovirus  
Ebola Virus  
E. Coli  
EchoVirus  
Encephalitis  
Enteroviruses  
EpsteinBarr Virus  
Giardia Lamblia  
Gonorrhea  
Granuloma Inguinale  
Hantavirus  
Helicobacter Pylori  
Hepatitis: HAV NAT, HBV NAT, HBs Ag, HCV, HCV NAT, AntiHBc, AntiHBs,  
AntiHAV, Hepatitis Delta, HBc Ag, HBe Ag, ALT/SGPT  
Herpes Simplex Virus  
HUMAN HERPES VIRUS6 (HHV6)  
Influenza Viruses  
Legionella  
Lyme Disease  
Lymphogranuloma Venereum (LGV)  
Malaria  
Measles (Rubeola)  
Meningitis  
Microsporidium  
Mononucleosis  
Mumps  
Mycoplasma  
Papillomaviruses  
Parvovirus B19  
Pneumonia  
Polyomaviruses  
Pseudomonas Aeruginosa  
Rabies

Respiratory Syncytial Virus (RSV)

Rhinoviruses

Rotavirus

Rubella

Salmonellosis

Septicemia

Shigellosis

Staphylococcus Aureus

Streptococci

Syphilis

Toxoplasmosis

Trichomonas Vaginalis

Tuberculosis

Vibrio

West Nile Virus

Yersina

## 2. Cancer Testing

a. Overview

b. Major Cancer Types

Prostate

Lung

Colon and Rectum

Breast

Skin

Uterine

Leukemia

Oral

c. Oncogenes

Abl/ablcr

AIB1

BCL

BRCA1

CD44

Cfos

Cmyb

Cmyc

CYP17

ErbB

HPC1

Nmyc

P40

P51

P53

PIK3CA

PTI

Ras

Reg

Sis

Src

### 3. Genetic Diseases

a. Overview

b. Nucleic Acid Amplification

c. Chromosome Imaging

d. Genomics Technologies

e. Proteomics Technologies

f. Current Pharmacogenomic Tests

g. Future Pharmacogenomic Testing

h. Major Diseases

Achondroplasia

Autosomal Dominant Polycystic Kidney Disease

Cancer

Cosmetogenomics

Cystic Fibrosis

Down's Syndrome

Duchenne and Becker Muscular Dystrophy

Factor V (Leiden)

Factor IX Deficiency

Fragile X Syndrome

Heart Disease

Hemochromatosis

Hemophilia

Huntington's Disease

MaternalFetal Incompatibility

Multiple Endocrine Neoplasia

Phenylketonuria (PKU)

Polycystic Kidney Disease (PKD)

Prenatal Screening

- Retinitis Pigmentosa
- Retinoblastoma
- Sickle Cell Anemia
- Spinal Muscular Atrophy
- Vitamin B12 Metabolism
- i. Social Issues and Concerns
- 4. Forensic Testing
  - a. Overview
  - b. Multilocus and Single Locus Probes
    - Multilocus Probes
    - Single Locus Probes
    - PCR and RFLP
  - c. The FBI
  - d. DNA Profile Data Banks
    - U.S.A.
    - U.K.
  - e. Judicial Implementation
  - f. Major Crime Categories
  - g. Factors Contributing to the DNA Probe Market Expansion
    - Technology Availability
    - Use of Hair as Evidence
  - h. Wildlife Forensics
- 5. Paternity Testing/HLA Typing
- 6. Other Applications
  - a. Disease Susceptibility Testing
  - b. Cardiovascular Diseases
  - c. Diabetes
  - d. Alzheimer's Disease
  - e. Periodontal Disease
  - f. Plasma Purification
  - g. Organ Transplantation
  - h. Water Contamination
  - i. Other
- H. Competing/complementing
  - 1. Monoclonal Antibodies/Immunoassays
  - 2. RNA Probes
  - 3. TwoDimensional Electrophoresis
  - 4. Flow Cytometry

## **VII. FRANCE MOLECULAR DIAGNOSTICS MARKET**



- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

## **VIII. GERMANY MOLECULAR DIAGNOSTICS MARKET**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

## **IX. ITALY Molecular Diagnostics Market**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

## **X. SPAIN MOLECULAR DIAGNOSTICS MARKET**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

## **XI. U.K. MOLECULAR DIAGNOSTICS MARKET**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

## **XII. COMPETITIVE ASSESSMENTS**

Abbott  
Affymetrix  
Agilent Technologies  
Applied Gene Technologies  
Arca Biopharma  
Beckman Coulter/Danaher  
Becton Dickinson  
Biokit  
bioMerieux  
BioRad  
Biotest  
Cepheid  
CellMark Forensics/LabCorp  
Decode Genetics  
Diadexus  
Eiken  
Elitech Group  
Enzo  
Exact Sciences  
Fujirebio  
Grifols  
Hologic/GenProbe  
Illumina  
Kreatech/Leica  
LiCor Biosciences  
Monogram Biosciences/LabCorp  
Myriad Genetics  
OrthoClinical Diagnostics  
Perkin Elmer/Caliper  
Proteome Sciences  
Qiagen  
Roche  
Scienion  
Sequenom  
Shimadzu  
Siemens  
Sierra Molecular  
Takara Bio

Tecan Group  
Thermo Fisher

### **XIII. APPENDIX: MAJOR UNIVERSITIES AND RESEARCH CENTERS DEVELOPING MOLECULAR DIAGNOSTIC TECHNOLOGIES**

## List Of Tables

### LIST OF TABLES

Major Companies Developing or Marketing AIDS Molecular Diagnostic and Other Direct Identification Tests Major Companies Developing or Marketing Adenovirus Molecular Diagnostic and Other Direct Identification Tests Major Companies Developing or Marketing Bartonella Molecular Diagnostic and Other Direct Identification Tests Major Companies Developing or Marketing Campylobacter Molecular Diagnostic and Other Direct Identification Tests Major Companies Developing or Marketing Candida Molecular Diagnostic and Other Direct Identification Tests Major Companies Developing or Marketing Chlamydia Molecular Diagnostic and Other Direct Identification Tests Major Companies Developing or Marketing Clostridium Molecular Diagnostic and Other Direct Identification Tests Major Companies Developing or Marketing Coronavirus Molecular Diagnostic and Other Direct Identification Tests Major Companies Developing or Marketing Cryptosporidium Molecular Diagnostic and Other Direct Identification Tests Major Companies Developing or Marketing CMV Molecular Diagnostic and Other Direct Identification Tests Major Companies Developing or Marketing Echovirus Molecular Diagnostic and Other Direct Identification Tests Major Companies Developing or Marketing Enterovirus Molecular Diagnostic and Other Direct Identification Tests Major Companies Developing or Marketing EBV Molecular Diagnostic and Other Direct Identification Tests Major Companies Developing or Marketing Giardia Molecular Diagnostic and Other Direct Identification Tests Major Companies Developing or Marketing Gonorrhoea Molecular Diagnostic and Other Direct Identification Tests Major Companies Developing or Marketing Hantavirus Molecular Diagnostic and Other Direct Identification Tests Major Companies Developing or Marketing Helicobacter Molecular Diagnostic and Other Direct Identification Tests Major Companies Developing or Marketing Hepatitis Molecular Diagnostic and Other Direct Identification Tests Major Companies Developing or Marketing Herpes Molecular Diagnostic and Other Direct Identification Tests Major Companies Developing or Marketing Influenza Molecular

Diagnostic and Other Direct  
Identification Tests Major Companies Developing or Marketing Legionella Molecular  
Diagnostic and Other Direct  
Identification Tests Major Companies Developing or Marketing Lyme Disease Molecular  
Diagnostic and Other Direct  
Identification Tests Major Companies Developing or Marketing Measles Molecular  
Diagnostic and Other Direct  
Identification Tests Major Companies Developing or Marketing Meningitis Molecular  
Diagnostic and Other Direct  
Identification Tests Major Companies Developing or Marketing Mononucleosis  
Molecular Diagnostic and Other Direct  
Identification Tests Major Companies Developing or Marketing Mumps Molecular  
Diagnostic and Other Direct  
Identification Tests Major Companies Developing or Marketing Mycoplasma Molecular  
Diagnostic and Other Direct  
Identification Tests Major Companies Developing or Marketing Pneumonia Molecular  
Diagnostic and Other Direct  
Identification Tests Major Companies Developing or Marketing RSV Molecular  
Diagnostic and Other Direct  
Identification Tests Major Companies Developing or Marketing Rotavirus Molecular  
Diagnostic and Other Direct  
Identification Tests Major Companies Developing or Marketing Rubella Molecular  
Diagnostic and Other Direct  
Identification Tests Major Companies Developing or Marketing Salmonella Molecular  
Diagnostic and Other Direct  
Identification Tests Major Companies Developing or Marketing Septicemia Molecular  
Diagnostic and Other Direct  
Identification Tests Major Companies Developing or Marketing Shigella Molecular  
Diagnostic and Other Direct  
Identification Tests Major Companies Developing or Marketing Streptococci Molecular  
Diagnostic and Other Direct  
Identification Tests Major Companies Developing or Marketing Syphilis Molecular  
Diagnostic and Other Direct  
Identification Tests Major Companies Developing or Marketing Toxoplasmosis  
Molecular Diagnostic and Other Direct  
Identification Tests Major Companies Developing or Marketing Trichomonas Molecular  
Diagnostic and Other Direct  
Identification Tests Major Companies Developing or Marketing Tuberculosis Molecular  
Diagnostic and Other Direct

Identification Tests Oncogenes Potential Application in Cancer Diagnosis  
Major Companies Developing or Marketing Cancer Molecular Diagnostic Tests  
Major Companies Developing or Marketing Molecular Diagnostic Tests For Genetic Diseases  
France Molecular Diagnostics Test Volume And Sales By Major Application  
France Laboratories Performing DNA Sequencing By Market Segment  
France Molecular Diagnostics Market Potential Laboratory Universe by Market Segment  
France Molecular Diagnostics Test Volume By Major Application  
France Major Infectious Disease Test Volume by Assay  
France Major Infectious Disease Test Volume by Method  
France Molecular Diagnostics Market By Major Application  
France Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers  
France Major Infectious Disease Diagnostics Market by Assay  
France AIDS Testing Market Estimated Sales by Major Supplier  
France Adenovirus Testing Market Estimated Sales by Major Supplier  
France Chlamydia Testing Market Estimated Sales by Major Supplier  
France CMV Testing Market Estimated Sales by Major Supplier  
France Gonorrhoea Testing Market Estimated Sales by Major Supplier  
France Hepatitis Testing Market Estimated Sales by Major Supplier  
France Hepatitis C Testing Market Estimated Sales by Major Supplier  
France HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier  
France Herpes Testing Market Estimated Sales by Major Supplier  
France Influenza Testing Market Estimated Sales by Major Supplier  
France Meningitis Testing Market Estimated Sales by Major Supplier  
France Mycoplasma Testing Market Estimated Sales by Major Supplier  
France RSV Testing Market Estimated Sales by Major Supplier  
France Shigella Testing Market Estimated Sales by Major Supplier  
Germany Molecular Diagnostics Test Volume And Sales By Major Application  
Germany Laboratories Performing DNA Sequencing By Market Segment  
Germany Molecular Diagnostics Market Potential Laboratory Universe by Market Segment  
Germany Molecular Diagnostics Test Volume By Major Application  
Germany Major Infectious Disease Test Volume by Assay  
Germany Major Infectious Disease Test Volume by Method  
Germany Molecular Diagnostics Market By Major Application  
Germany Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers  
Germany Major Infectious Disease Diagnostics Market by Assay

Germany AIDS Testing Market Estimated Sales by Major Supplier  
Germany CMV Testing Market Estimated Sales by Major Supplier  
Germany EBV Testing Market Estimated Sales by Major Supplier  
Germany Gonorrhoea Testing Market Estimated Sales by Major Supplier  
Germany Hepatitis Testing Market Estimated Sales by Major Supplier  
Germany Hepatitis C Testing Market Estimated Sales by Major Supplier  
Germany HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier  
Germany Herpes Testing Market Estimated Sales by Major Supplier  
Germany Influenza Testing Market Estimated Sales by Major Supplier  
Germany Meningitis Testing Market Estimated Sales by Major Supplier  
Germany Mycoplasma Testing Market Estimated Sales by Major Supplier  
Germany Pneumonia Testing Market Estimated Sales by Major Supplier  
Germany RSV Testing Market Estimated Sales by Major Supplier  
Germany Rotavirus Testing Market Estimated Sales by Major Supplier  
Italy Molecular Diagnostics Test Volume And Sales By Major Application  
Italy Laboratories Performing DNA Sequencing By Market Segment  
Italy Molecular Diagnostics Market Potential Laboratory Universe by Market Segment  
Italy Molecular Diagnostics Test Volume By Major Application  
Italy Major Infectious Disease Test Volume by Assay  
Italy Major Infectious Disease Test Volume by Method  
Italy Molecular Diagnostics Market By Major Application  
Italy Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers  
Italy Major Infectious Disease Diagnostics Market by Assay  
Italy AIDS Testing Market Estimated Sales by Major Supplier  
Italy CMV Testing Market Estimated Sales by Major Supplier  
Italy Gonorrhoea Testing Market Estimated Sales by Major Supplier  
Italy Hepatitis Testing Market Estimated Sales by Major Supplier  
Italy Hepatitis C Testing Market Estimated Sales by Major Supplier  
Italy HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier  
Italy Herpes Testing Market Estimated Sales by Major Supplier  
Italy Influenza Testing Market Estimated Sales by Major Supplier  
Italy Meningitis Testing Market Estimated Sales by Major Supplier  
Italy Mycoplasma Testing Market Estimated Sales by Major Supplier  
Italy RSV Testing Market Estimated Sales by Major Supplier  
Spain Molecular Diagnostics Test Volume And Sales By Major Application  
Spain Laboratories Performing DNA Sequencing By Market Segment  
Spain Molecular Diagnostics Market Potential Laboratory Universe by Market Segment  
Spain Molecular Diagnostics Test Volume By Major Application

Spain Major Infectious Disease Test Volume by Assay  
Spain Major Infectious Disease Test Volume by Method  
Spain Molecular Diagnostics Market By Major Application  
Spain Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers  
Spain Major Infectious Disease Diagnostics Market by Assay  
Spain AIDS Testing Market Estimated Sales by Major Supplier  
Spain Chlamydia Testing Market Estimated Sales by Major Supplier  
Spain CMV Testing Market Estimated Sales by Major Supplier  
Spain Gonorrhoea Testing Market Estimated Sales by Major Supplier  
Spain Hepatitis Testing Market Estimated Sales by Major Supplier  
Spain Hepatitis C Testing Market Estimated Sales by Major Supplier  
Spain HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier  
Spain Herpes Testing Market Estimated Sales by Major Supplier  
Spain Influenza Testing Market Estimated Sales by Major Supplier  
Spain Meningitis Testing Market Estimated Sales by Major Supplier  
Spain Mycoplasma Testing Market Estimated Sales by Major Supplier  
U.K. Molecular Diagnostics Test Volume And Sales By Major Application  
U.K. Laboratories Performing DNA Sequencing By Market Segment  
U.K. Molecular Diagnostics Market Potential Laboratory Universe by Market Segment  
U.K. Molecular Diagnostics Test Volume By Major Application  
U.K. Major Infectious Disease Test Volume by Assay  
U.K. Major Infectious Disease Test Volume by Method  
U.K. Molecular Diagnostics Market By Major Application  
U.K. Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers  
U.K. Major Infectious Disease Diagnostics Market by Assay  
U.K. AIDS Testing Market Estimated Sales by Major Supplier  
U.K. Gonorrhoea Testing Market Estimated Sales by Major Supplier  
U.K. Hepatitis Testing Market Estimated Sales by Major Supplier  
U.K. Hepatitis C Testing Market Estimated Sales by Major Supplier  
U.K. HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier  
U.K. Influenza Testing Market Estimated Sales by Major Supplier  
U.K. Mycoplasma Testing Market Estimated Sales by Major Supplier  
U.K. Pneumonia Testing Market Estimated Sales by Major Supplier  
U.K. Shigella Testing Market Estimated Sales by Major Supplier



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