

# **2016-2020 Future Horizons and Growth Strategies in the Global Rotavirus Testing Market: Supplier Shares, Country Segment Forecasts, Competitive Intelligence, Emerging Opportunities**

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## **Abstracts**

The report presents a detailed analysis of the Rotavirus diagnostics market in the US, Europe (France, Germany, Italy, Spain, UK) and Japan. Current scientific views on the Rotavirus 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 Rotavirus 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 205 pages and 15 tables

## Contents

### **I. INTRODUCTION**

### **II. ROTAVIRUS 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: 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/Erba

DiaSorin  
Eiken Chemical  
Elitech Group  
Enzo Biochem  
Fujirebio  
Grifols  
Hologic/Gen-Probe  
ID Biomedical/GSK  
Kreatech/Leica  
Lonza  
Ortho-Clinical Diagnostics  
Qiagen  
Roche  
Scienion  
Sequenom  
SeraCare  
Siemens  
Takara Bio  
Thermo Fisher  
Wallac/PE  
Wako

## List Of Tables

### LIST OF TABLES

Major Companies Developing or Marketing Rotavirus Tests

France Rotavirus Test Volume and Diagnostics Sales Forecast by Market Segment

France Rotavirus Testing Market Diagnostics Sales by Major Supplier

Germany Rotavirus Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Rotavirus Testing Market Diagnostics Sales by Major Supplier

Italy Rotavirus Test Volume and Diagnostics Sales Forecast by Market Segment

Italy Rotavirus Testing Market Diagnostics Sales by Major Supplier

Japan Rotavirus Test Volume and Diagnostics Sales Forecast by Market Segment

Japan Rotavirus Testing Market Diagnostics Sales by Major Supplier

Spain Rotavirus Test Volume and Diagnostics Sales Forecast by Market Segment

Spain Rotavirus Testing Market Diagnostics Sales by Major Supplier

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

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

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

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

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