

2016-2020 Future Horizons and Growth Strategies in the Italian Hematology and Flow Cytometry Market: Instrument and Reagents Supplier Shares, Country Segment Forecasts, Competitive Intelligence, Opportunities

<https://marketpublishers.com/r/27C822FE926EN.html>

Date: March 2016

Pages: 250

Price: US\$ 4,960.00 (Single User License)

ID: 27C822FE926EN

Abstracts

Complete report \$6, 200. DataPack (test volumes, sales forecasts, supplier shares) \$3,900

Summary

This comprehensive report contains 250 pages, 32 tables, and is designed to help current suppliers and potential market entrants identify and evaluate business opportunities emerging in Italian hematology and flow cytometry markets during the next five years. The report explores business and technological trends in the Italian hematology and flow cytometry markets; provides market share estimates, test volume forecasts, and instrument placements; compares features of major analyzers; profiles leading competitors and emerging market entrants; and suggests specific product and marketing opportunities facing suppliers

Hematology Tests

CBC + 5-Part Differential, Manual Differential/Review, Hematocrit (Automated, Manual), Hemoglobin (Automated, Manual), Sedimentation Rate, Reticulocytes, WBC (Automated, Manual), Platelets (Automated, Manual), Bone Marrow Analysis, RBC, Eosinophils

Flow Cytometry Tests

Cell Surface Markers (CD4/CD8/T&B Lymphocytes, CD34, Others), Chemotherapy Monitoring (Leukemia/Lymphoma, Others), HLA Typing, Sperm Analysis, Cell Cycle Kinetics, Cell Function Testing, Chromosomal Abnormalities, Fetal Cell Analysis, Granulocyte Function, Receptor DNA/RNA Analysis, Cell Culturing

Sales and Market Share Analysis

Sales and market shares of major instrument and reagent suppliers.

Competitive Assessments

Extensive strategic profiles of major suppliers and emerging market entrants

Market Segmentation Analysis

Sales and market share estimates for leading suppliers of hematology and flow cytometry products. Test and sales forecasts for over 40 procedures by individual test and market segment:

Hospitals

Commercial/Private Laboratories

Current and Emerging Products

Analysis of current and emerging hematology and flow cytometry tests - Reagent and instrument sales forecasts by market segment - Instrument placements and installed base by manufacturer and model - Sales and market shares of reagent and instrument suppliers

Technology Review

Assessment of current and emerging technologies, and their potential market applications. Comprehensive lists of companies developing or marketing new technologies and products by test

Strategic Recommendations

New product development opportunities with significant market appeal. Alternative market penetration strategies. Potential market entry barriers and risks.

Contains 250 pages and 32 tables

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