

2017 Hungary Molecular Diagnostics Market: Infectious Diseases, Genetic Diseases, Cancer, Forensic and Paternity Testing--Test Volume and Sales Segment Forecasts, Competitive Strategies, Innovative Technologies, Instrumentation Review, Opportunities for Suppliers

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Abstracts

This new report from VPGMarketResearch.com is designed to help current suppliers and potential market entrants identify and evaluate emerging opportunities in the molecular diagnostics market during the next five years.

Highlights

Five-year test volume and sales forecasts

Feature comparison of major analyzers

Profiles of market players and start-up firms developing innovative technologies and products

Specific product and business opportunities for instrument and consumable suppliers.

Rationale

The 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 cost-effective and 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 molecular 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 diagnostic companies during the next five years.

Market Segmentation Analysis

Five-year test volume and sales forecasts for major applications, including:

Infectious Diseases - Forensic Testing

Cancer - Paternity Testing/HLA Typing

Genetic Diseases - Others

Five-year test volume and sales projections for over 30 NAT assays.

Product/Technology Review

Comparison of leading molecular diagnostic analyzers.

Review of molecular diagnostic technologies, test formats, detection methodologies, trends in testing automation and over 30 target/signal amplification methods, including:

PCR - bDNA

SDA - NASBA

TMA - SSSR, and others

LCR

Companies, universities and research centers developing new molecular-diagnostic technologies and products.

Competitive Assessments

Strategic profiles of major suppliers and emerging market entrants, including their sales, product portfolios, marketing tactics, collaborative arrangements and new technologies/products in R&D.

Opportunities and Strategic Recommendations

New product development opportunities with potentially significant market appeal during the next five years.

Alternative market penetration strategies.

Potential market entry barriers and risks.

Business planning issues and concerns.

Contains 1,120 pages and 48 tables

Contents

1. INTRODUCTION

2. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES

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

3. DESIGN CRITERIA FOR DECENTRALIZED TESTING PRODUCTS

4. ALTERNATIVE MARKET PENETRATION STRATEGIES

5. POTENTIAL MARKET ENTRY BARRIERS AND RISKS

6. MOLECULAR DIAGNOSTIC TECHNOLOGY REVIEW

- A. DNA Sequencing
- B. DNA and RNA Probe Technologies
- C. Detection Technologies
- D. Biochips: Genosensors, Microarrays, and Labs on the Chip
- E. Pharmacogenomics
- F. Competing/complementing
 - 1. MONOCLONAL ANTIBODIES/IMMUNOASSAYS
 - 2. RNA PROBES
 - 3. TWO DIMENSIONAL ELECTROPHORESIS
 - 4. FLOW CYTOMETRY

7. MOLECULAR DIAGNOSTIC INSTRUMENTATION REVIEW

8. MAJOR APPLICATIONS

- 1. MICROBIOLOGY/INFECTIOUS DISEASES
 - a. Overview
 - b. Major Infectious Diseases
- AIDS/HIV

Adenovirus
Aeromonads
Anthrax/Bacillus Anthracis
Arboviruses
Babesiosis
Bacillary Epithelioid Angiomatosis (BEA), other Bartonella (Rochalimaea)
Blastocystis Hominis
Brucella
Campylobacter
Candida
Chagas Disease
Chancroid
Chlamydia
Clostridium Difficile
Coronaviruses
Coxsackieviruses
Creutzfeldt Jakob's Disease
Cryptosporidium Parvum
Cyclospora Cayetanensis
Cytomegalovirus
Ebola Virus
E. Coli
Echovirus
Encephalitis
Enteroviruses
Epstein Barr Virus
Giardia Lamblia
Gonorrhea
Granuloma Inguinale
Hantavirus
Helicobacter Pylori
Hepatitis
Herpes Simplex Virus
Human Herpes Virus 6 (HHV 6)
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
Yersinia

2. CANCER TESTING

- a. Overview
- b. Major Cancer Types

Prostate
Lung
Colon and Rectum
Breast
Skin
Uterine
Leukemia
Oral

c. Oncogenes

Abl/abl bcr

AIB1

BCL2

BRCA1

CD44

C-fos

C-myb

C-myc

CYP17

ErbB

HPC1

Nmyc

P40

P51

P53

PIK3CA

PTI1

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
Maternal Fetal 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. DNA Profile Data Banks

d. Judicial Implementation

e. Major Crime Categories

f. Factors Contributing to the DNA Probe Market Expansion

Technology Availability

Use of Hair as Evidence

g. 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

9. MARKET SIZE AND GROWTH: TEST VOLUME AND SALES FORECASTS

10. COMPETITIVE ASSESSMENTS

Abbott
Agilent Technologies
Applied Gene Technologies
Arca Biopharma
Beckman Coulter/Danaher
Becton Dickinson
Biokit
bioMerieux
Bio-Rad
Biotest
CellMark Forensics/LabCorp
Cepheid
Decode Genetics
Diadexus
Eiken
Elitech Group
Enzo
Exact Sciences
Fujirebio
Grifols
Hologic/Genrobe
Illumina
Kreatech/Leica
Li Cor Biosciences
Monogram Biosciences/LabCorp
Myriad Genetics
Ortho Clinical Diagnostics
Perkin Elmer/Caliper
Proteome Sciences
Qiagen
Roche
Scienion

Sequenom
Shimadzu
Siemens
Sierra Molecular
Takara Bio
Tecan Group
Thermo Fisher/Affymetrix

11. APPENDIX: RESEARCH CENTERS DEVELOPING NEW TECHNOLOGIES AND PRODUCTS

List Of Tables

LIST OF TABLES

Molecular Diagnostics Test Volume and Sales Forecasts by Major Application
Molecular Diagnostics Test Volume by Major Application
Major Infectious Disease Test Volume by Assay
Major Infectious Disease Test Volume by Method
Molecular Diagnostics Market by Major Application
Major Infectious Disease Diagnostics Market by Assay
Major Companies Developing or Marketing Salmonella Molecular Diagnostic Tests
Major Companies Developing or Marketing AIDS Molecular Diagnostic Tests
Major Companies Developing or Marketing Adenovirus Molecular Diagnostic Tests
Major Companies Developing or Marketing Bartonella Molecular Diagnostic Tests
Major Companies Developing or Marketing Campylobacter Molecular Diagnostic Tests
Major Companies Developing or Marketing Candida Molecular Diagnostic Tests
Major Companies Developing or Marketing Chlamydia Molecular Diagnostic Tests
Major Companies Developing or Marketing Clostridium Molecular Diagnostic Tests
Major Companies Developing or Marketing Coronavirus Molecular Diagnostic Tests
Major Companies Developing or Marketing Cryptosporidium Molecular Diagnostic Tests
Major Companies Developing or Marketing CMV Molecular Diagnostic Tests
Major Companies Developing or Marketing Echovirus Molecular Diagnostic tests
Major Companies Developing or Marketing Enterovirus Molecular Diagnostic tests
Major Companies Developing or Marketing EBV Molecular Diagnostic Tests
Major Companies Developing or Marketing Giardia Molecular Diagnostic Tests
Major Companies Developing or Marketing Gonorrhoea Molecular Diagnostic Tests
Major Companies Developing or Marketing Hantavirus Molecular Diagnostic Tests
Major Companies Developing or Marketing Helicobacter Molecular Diagnostic Tests
Major Companies Developing or Marketing Hepatitis Molecular Diagnostic Tests
Major Companies Developing or Marketing Herpes Molecular Diagnostic Tests
Major Companies Developing or Marketing Influenza Molecular Diagnostic Tests
Major Companies Developing or Marketing Legionella Molecular Diagnostic Tests
Major Companies Developing or Marketing Lyme Disease Molecular Diagnostic Tests
Major Companies Developing or Marketing Measles Molecular Diagnostic Tests
Major Companies Developing or Marketing Meningitis Molecular Diagnostic Tests
Major Companies Developing or Marketing Mononucleosis Molecular Diagnostic Tests
Major Companies Developing or Marketing Mumps Molecular Diagnostic Tests
Major Companies Developing or Marketing Mycoplasma Molecular Diagnostic Tests
Major Companies Developing or Marketing Pneumonia Molecular Diagnostic Tests
Major Companies Developing or Marketing RSV Molecular Diagnostic Tests
Major Companies Developing or Marketing Rotavirus Molecular Diagnostic Tests

Major Companies Developing or Marketing Rubella Molecular Diagnostic Tests
Major Companies Developing or Marketing Septicemia Molecular Diagnostic Tests
Major Companies Developing or Marketing Shigella Molecular Diagnostic Tests
Major Companies Developing or Marketing Streptococci Molecular Diagnostic Tests
Major Companies Developing or Marketing Syphilis Molecular Diagnostic Tests
Major Companies Developing or Marketing Toxoplasmosis Molecular Diagnostic Tests
Major Companies Developing or Marketing Trichomonas Molecular Diagnostic Tests
Major Companies Developing or Marketing Tuberculosis Molecular Diagnostic 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

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