

# **2016-2020 Italy Sexually-Transmitted Disease (STD) Diagnostics Market: Chancroid, Chlamydia, Gonorrhoea, Herpes, HPV, Syphilis-Supplier Shares, Country Segment Volume and Sales Forecasts, Competitive Strategies, Innovative Technologies, Instrumentation Review**

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## **Abstracts**

### **About This Report**

This report presents a detailed analysis of the Italian STD market, including sales forecasts and supplier shares for Chancroid, Chlamydia, Gonorrhoea, Herpes (I/II, VI), Papillomavirus (Pap Smear, HPV), and Syphilis. The report provides test volume and sales projections for Hospitals and Commercial/Private Labs. In addition to market share and sales forecasts, the report:- Examines market applications of Molecular Diagnostics, Monoclonal Antibodies, Immunoassays, IT and other emerging technologies;- Reviews features and operating characteristics of major analyzers used for STD testing; - Profiles key suppliers and potential market entrants developing innovative technologies and products; and- Analyzes emerging opportunities, alternative market penetration strategies, market entry barriers/risks, and strategic planning issues.

### **Methodology**

The report is based on a combination of primary and secondary information sources, including interviews with laboratory directors, and executives of leading diagnostics companies and start-up firms developing innovative products. In addition to primary sources of information, a comprehensive review of the most recent technical and business publications, manufacturer product and financial literature, as well as

VPGMarketResearchs proprietary data files was conducted.

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