

# **2017 Bulgaria Hematology and Flow Cytometry Markets: Specimen, Sales and Volume Forecasts for 40 Tests, Competitive Strategies, Instrumentation Review, Technological Advances, Opportunities for Suppliers**

<https://marketpublishers.com/r/2C7A59BED9CEN.html>

Date: March 2017

Pages: 225

Price: US\$ 2,475.00 (Single User License)

ID: 2C7A59BED9CEN

## **Abstracts**

### **Summary**

This new comprehensive report from VPGMarketResearch.com contains 225 pages and 5 tables, and is designed to help current suppliers and potential market entrants identify and evaluate emerging business opportunities during the next five years.

The report explores business and technological trends; provides specimen, sales and volume forecasts for 40 tests; compares features of major analyzers; profiles leading competitors and emerging market entrants; and suggests specific product and marketing opportunities facing suppliers.

### **Hematology Tests Analyzed in the Report**

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 Analyzed in the Report**

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.

### **Competitive Assessments**

Extensive strategic profiles of major suppliers and emerging market entrants.

### **Technology Review**

Assessment of current and emerging technologies, and their market applications.

### **Strategic Recommendations**

New product development opportunities with significant market appeal.

Alternative market penetration strategies.

Potential market entry barriers and risks.

Contains 225 pages and 5 tables

## Contents

### 1. INTRODUCTION

### 2. MARKET AND TECHNOLOGY OVERVIEW

#### A. Major Routine and Special Hematology Tests

##### 1. INTRODUCTION

##### 2. CBC ANALYSIS

a. Hemoglobin Concentration

b. Hematocrit Determination

c. Red Blood Cell Count

d. Red Cell Indices

MCV

RDW

MCHC

CHCM

HDW

MCH

e. Red Cell Size Histograms

f. Platelets

Platelet Count

Platelet Size/MPV

PDW

Automated Systems

g. Reticulocytes

##### 3. WHITE BLOOD CELL ANALYSIS

a. WBC Count

b. Five artial Differential Major Suppliers

c. Pattern Recognition Systems

d. Comparison of Major Differential Analyzers

##### 4. RETICULOCYTES

5. PLATELET FUNCTION TESTS
  6. ERYTHROCYTE SEDIMENTATION RATE/CRP
  7. RED CELL ANALYSIS
  8. 2, 3 DPG
  9. RED CELL DEFORMABILITY
  10. NEUTROPHIL FUNCTION TESTS
  11. SEMEN ANALYSIS
  12. BONE MARROW ANALYSIS
  13. URINALYSIS
- B. Major Flow Cytometry Applications
1. CELL SURFACE MARKERS
    - a. Lymphocyte Subclassification CD4/CD8/CD34  
Instrumentation and Reagent Test Kits
    - b. Other Cell Markers
  2. DNA CONTENT ANALYSIS
  3. RNA CONTENT ANALYSIS
  4. CHEMOTHERAPY MONITORING
  5. CELL CYCLE ANALYSIS
  6. CHROMOSOME ANALYSIS
  7. FETAL CELL ANALYSIS
  8. HLA TYPING
  9. MICROBIOLOGY
  10. PROTEIN CONTENT ANALYSIS
  11. MULTIPARAMETER ANALYSIS
  12. OTHER APPLICATIONS
- C. Instrumentation Review
1. HEMATOLOGY ANALYZERS
    - a. Overview  
Electrical Aperture Impedance Analyzers  
Light Scatter Analyzers
    - b. System Review
  2. FLOW CYTOMETERS
    - a. INTRODUCTION
    - b. System Overview
  3. PLATELET AGGREGOMETERS
  4. SEDIMENTATION RATE ANALYZERS
- D. Market Needs and Demand for Hematology Analyzers
- E. Reagents and Controls
- F. Current and Emerging Technologies

### **3. MARKET SIZE AND GROWTH: SPECIMEN, SALES AND VOLUME FORECASTS FOR 40 TESTS**

### **4. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES**

- A. Instrumentation
- B. Reagent Kits and Test Systems/Panels
- C. Information Technology
- D. Auxiliary Products

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

### **6. ALTERNATIVE MARKET PENETRATION STRATEGIES**

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts
- D. Distribution Strategies for the Decentralized Testing Markets
  - 1. FOUR MARKETING APPROACHES
  - 2. PRODUCT COMPLEXITY FACTOR
  - 3. CUSTOMER PREFERENCE FACTOR
  - 4. ESTABLISHED SUPPLIERS
  - 5. EMERGING SUPPLIERS
  - 6. MAJOR TYPES OF DISTRIBUTORS
  - 7. MARKET SEGMENTATION FACTOR

### **7. 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

### **8. COMPETITIVE ASSESSMENTS**

Abbott  
Agilent Technologies  
Beckman Coulter/Danaher  
Becton Dickinson  
Bio-Rad  
CellaVision  
Horiba  
Iris Diagnostics/Danaher  
Nihon Kohden  
Ortho Clinical Diagnostics  
Roche  
Siemens  
Sysmex

## List Of Tables

### LIST OF TABLES

All Market Segments Total Hematology and Flow Cytometry Specimen Volume Forecast

All Market Segments Total Hematology and Flow Cytometry Test Volume Forecast

All Market Segments Total Hematology and Flow Cytometry Market Forecast

All Market Segments, Total Routine Hematology Test Volume Forecast

All Market Segments, Total Flow Cytometry and Special Hematology Test Volume Forecast

## I would like to order

Product name: 2017 Bulgaria Hematology and Flow Cytometry Markets: Specimen, Sales and Volume Forecasts for 40 Tests, Competitive Strategies, Instrumentation Review, Technological Advances, Opportunities for Suppliers

Product link: <https://marketpublishers.com/r/2C7A59BED9CEN.html>

Price: US\$ 2,475.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/2C7A59BED9CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below



and fax the completed form to +44 20 7900 3970