

2017 Bulgaria Nucleic Acid Testing (NAT) Market: Infectious Diseases, Genetic Diseases, Cancer, Forensic and Paternity Testing--Volume and Sales Segment Forecasts, Competitive Strategies, Innovative Technologies, Instrumentation, 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

I. INTRODUCTION

II. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES

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

III. DESIGN CRITERIA FOR DECENTRALIZED TESTING PRODUCTS

IV. ALTERNATIVE MARKET PENETRATION STRATEGIES

V. POTENTIAL MARKET ENTRY BARRIERS AND RISKS

VI. 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

VII. MOLECULAR DIAGNOSTIC INSTRUMENTATION REVIEW

VIII. 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

BCL-2

BRCA1

CD44

C-fos

C-myb

C-myc

CYP17

Erb-B

HPC1

N-myc

P40

P51

P53

PIK3CA

PTI-1

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

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

X. 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/Gen-Probe
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

XI. 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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