

2016 CMV Testing Market: Supplier Shares, Sales Forecasts, Innovative Technologies, Competitive Strategies, Emerging Opportunities - US, Europe (France, Germany, Italy, Spain, UK), Japan

<https://marketpublishers.com/r/21A990C7FBCEN.html>

Date: November 2015

Pages: 231

Price: US\$ 3,480.00 (Single User License)

ID: 21A990C7FBCEN

Abstracts

The report presents a detailed analysis of the Cytomegalovirus diagnostics market in the US, Europe (France, Germany, Italy, Spain, UK) and Japan. Current scientific views on the CMV definition, epidemiology and etiology are reviewed. The report provides the 5-year test volume and sales forecasts by country for the following market segments:

Hospitals

Commercial/Private Labs

Blood Banks

Physician Offices

Public Health Labs

For each country, in addition to test volume and sales projections, the report presents sales and market share estimates for major suppliers of CMV tests.

Also, the report examines the market applications of DNA Probes, Monoclonal Antibodies, Immunoassays, IT and other technologies; reviews features and operating characteristics of automated analyzers; profiles leading suppliers and recent market entrants developing innovative technologies and products; and identifies emerging

business expansion opportunities, alternative market penetration strategies, market entry barriers and risks, and strategic planning issues and concerns.

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