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2016 Europe Immunohematology and NAT Analyzers and Reagents in 32 Countries--Supplier Shares and Strategies, Volume and Sales Segment Forecasts for 40 Tests, Technology Trends, Opportunities for Suppliers

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Abstracts

This comprehensive 32- country report from VPGMarketResearch.com contains 830 pages, 287 tables and provides granular data and analysis not available from any other source. The report is designed to help current suppliers and potential market entrants identify and evaluate emerging opportunities in the global blood banking market during the next five years, and assist industry executives in developing effective business, new product development and marketing strategies.

The report explores future market and technological trends; provides test volume and sales forecasts by market segment/test location; compares features of major automated and semi- automated molecular and immunohematology analyzers; profiles leading and emerging competitors; and identifies specific product and market opportunities facing suppliers during the next five years.

Blood Group Genotyping

PCR, PCR- RFLP, AS- PCR or PCR- SSP, Multiplex PCR, Real Time PCR, Sanger DNA Sequencing, Pyrosequencing

Microarrays

BeadChip Array, BloodChip, Genome Lab SNP Stream, Fluidic Microarray Systems, TaqMan OpenArray, MALDI- TOF- MS, Mini- Sequencing

Blood Typing and Grouping Tests

ABO, Antibody Panels, Antibody Screening/Indirect Antiglobulin, Antigen Typing (C, c, Duffy, E, e, I, i, Kell, Kidd, Le a, b, MN, P, S, s), Antiglobulin (Direct, C3 + IgG, IgG, C3), Crossmatching (Immediate Spin, Full Crossmatch), Rh (D, Du).

Infectious Disease Screening Tests

AIDS (HIV NAT, HIV- 1/2), Cytomegalovirus, Hepatitis (HAV NAT, HBV NAT, HBs Ag, Anti- HBc, HCV NAT, HCV, ALT/SGPT), HTLV- I/II, Parvovirus B19 NAT, Syphilis, West Nile Virus NAT.

Sales and Market Share Analysis

Sales and market share estimates for leading suppliers of blood typing, grouping and infectious disease screening tests in major countries.

Countries Analyzed in the Report

Austria, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Luxembourg, Malta, Moldova, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, UK

Competitive Assessments

Strategic assessments of major suppliers and emerging market entrants, including their sales, MA, product portfolios, marketing tactics, and new products in RD.

Market Segmentation Analysis

Comprehensive market segmentation analysis, including review of the market dynamics, trends, structure, size, growth, and key suppliers.

Test volume and sales forecasts for over 40 blood typing, grouping and infectious disease screening tests, including NAT assays.

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Current and Emerging Products

Analysis of current and emerging molecular blood typing, grouping and infectious disease NAT screening assays.

Review of automated and semi- automated molecular and immunohematology analyzers.

Technology Review

Assessment of current and emerging technologies, and their potential applications for the blood banking market.

Companies developing or marketing new technologies and products, by test.

Strategic Recommendations

New product development opportunities for molecular blood typing, grouping and infectious disease NAT assays and instrumentation with significant market appeal.

Alternative market penetration strategies.

Potential market entry barriers and risks.

Contains 830 pages and 287 tables

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DiaSorin
Fujirebio
Grifols
Hologic/Gen-Probe
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Ortho-Clinical Diagnostics
Proteome Sciences
Quest Diagnostics
Quidel
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