

2017 Future Horizons and Growth Strategies in the Global Blood Banking Market: Supplier Shares, Country Segment Forecasts, Competitive Intelligence, Opportunities

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Abstracts

Complete report \$35,500. DataPack (test volumes, sales forecasts, supplier shares) \$19,500.

VPGMarketResearch.com's new seven-country strategic analysis is prepared in order to help current suppliers and potential market entrants identify and evaluate emerging opportunities and assist industry executives in developing effective business, new product development and marketing strategies.

Rationale

During the next five years, the global blood banking market is expected to undergo significant transformation, which will result from the convergence of several trends, including more stringent regulations; advances in diagnostic technologies, IT, system engineering and automation; and intensifying competition. Some segments will start resembling commodity markets, where product positioning and differentiation are more critical than underlying technology. The changes in the marketplace will create exciting opportunities for new instruments and reagent systems, as well as auxiliary products, such as specimen preparation devices, controls, calibrators, and innovative IT applications.

Strategic Recommendations

New product development opportunities with significant market appeal.

Alternative market penetration strategies.

Potential market entry barriers and risks.

Worldwide Market Overview

Estimates of facilities performing blood banking tests, by country.

Test volume and sales projections by country.

Geographic Coverage

France

Germany

Italy

Japan

Spain

UK

US

The report explores future marketing and technological trends in the US, Europe and Japan; provides estimates of the test volume, instrument placements and sales; compares features of major automated and semi-automated analyzers; profiles leading and emerging competitors; and identifies specific product and market opportunities facing suppliers during the next five years.

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 of leading suppliers of blood banking of reagents and instruments, by country and individual product.

Competitive Assessments

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

Market Segmentation Analysis

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

Test volume and sales forecasts for over 40 blood banking tests, including NAT, by country and market segment:

Blood Centers

Plasma Fractionation Facilities

Hospitals

Commercial/Private Laboratories

Military Blood Banks

Current and Emerging Products

Analysis of current and emerging blood banking tests.

Review of automated and semi-automated analyzers, including their operating characteristics, features, and selling prices.

Technology Review

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

Comprehensive lists of companies developing or marketing new technologies and products by test.

Contains 800 pages and 240 tables

Contents

I. INTRODUCTION

II. WORLDWIDE MARKET OVERVIEW

1. Business Environment
2. Market Structure
3. Market Size and Growth

III. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES

- A. Blood Typing and Grouping
- B. Infectious Disease Screening
- C. Auxiliary

IV. ALTERNATIVE MARKET PENETRATION STRATEGIES

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts

V. POTENTIAL MARKET ENTRY BARRIERS AND RISKS

- A. Market Maturity
- B. Cost Containment
- C. Competition
- D. Technological Edge and Limitations
- E. Patent Protection

VI. WORLDWIDE TECHNOLOGY AND MARKET OVERVIEW

- A. Major Blood Typing, Grouping and Infectious Disease Screening Tests
 1. Blood Typing and Grouping Tests
 - a. ABO
 - b. Antibody Panels
 - c. Antibody Screening
 - d. Antigen Typing
 - e. Antiglobulin Test

- f. Crossmatch
- g. HLA Typing
- h. Rh
- i. Other Blood Groups
- 2. Infectious Disease Screening Tests
 - a. AIDS/HIV
 - Background
 - Diagnostic Tests
 - Enzyme Immunoassay
 - Viral Load/Drug Resistance Testing
 - Genotype and Phenotype Testing
 - Blood Banking Considerations
 - b. Hepatitis Markers
 - Hepatitis A
 - Hepatitis B
 - Hepatitis C
 - Hepatitis D (Delta Hepatitis)
 - Hepatitis E
 - Hepatitis G
 - Vaccines and Drugs
 - c. Cytomegalovirus
 - Background
 - Diagnostic Tests
 - Vaccines and Drugs
 - d. Syphilis
 - Background
 - Diagnostic Tests
 - Vaccines and Drugs
 - e. West Nile Virus
 - Background
 - Clinical Syndromes
 - Diagnostic Tests
 - Vaccines and Drugs
 - f. Parvovirus B19
 - Microbiology
 - Epidemiology
 - Clinical Syndromes
 - Diagnostic Test
 - Vaccines and Drugs

g. Creutzfeldt-Jakob's Disease

Background

Transmission

Diagnostic Tests

Vaccines and Drugs

h. Malaria

i. Chagas Disease

j. Babesiosis

3. Pathogen Reduction

4. Leukocyte Reduction

Background

Methods

B. Instrumentation Review: Operating Characteristics, Features and Selling Prices of Leading Blood Typing, Grouping and Infectious Disease Screening Automated and Semiautomated Analyzers

C. Major Blood Banking Technologies and Their Potential Applications

1. Molecular Diagnostics

2. Monoclonal and Polyclonal Antibodies

3. Immunoassays

4. Microtitration Plates

5. IT and Automation

6. Lasers

7. Robotics

8. Synthetic Red Cell Substitutes

9. Genetically Engineered Blood Components

10. Blood Preservation

11. Autologous Blood Transfusion/Freezing

VII. FRANCE BLOOD BANKING MARKET

A. Executive Summary

B. Business Environment

C. Market Structure

D. Market Size, Test Volume and Sales Forecasts, by Market Segment, Major Supplier Sales and Market Shares

VIII. GERMANY BLOOD BANKING MARKET

A. Executive Summary

- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, by Market Segment, Major Supplier Sales and Market Shares

IX. ITALY BLOOD BANKING MARKET

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, by Market Segment, Major Supplier Sales and Market Shares

X. JAPAN BLOOD BANKING MARKET

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, by Market Segment, Major Supplier Sales and Market Shares

XI. SPAIN BLOOD BANKING MARKET

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, by Market Segment, Major Supplier Sales and Market Shares

XII. U.K. BLOOD BANKING MARKET

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, by Market Segment, Major Supplier Sales and Market Shares

XIII. U.S.A. BLOOD BANKING MARKET

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, by Market Segment, Major Supplier Sales and Market Shares

XIV. COMPETITIVE ASSESSMENTS

Abbott
Beckman Coulter/Danaher
Becton Dickinson
Biokit
BioMerieux
Bio-Rad
CellMark Forensics/LabCorp
Diagast
DiaSorin
Fujirebio
Hologic/Gen-Probe
Grifols
Immucor
Ortho-Clinical Diagnostics
Proteome Sciences
Quest Diagnostics
Quidel
Roche
Siemens
Tecan

List Of Tables

LIST OF TABLES

Major Companies Developing or Marketing Blood Typing and Grouping Tests

Major Companies Developing or Marketing HLA Typing Tests

Major Companies Developing or Marketing AIDS Tests

Major Companies Developing or Marketing Hepatitis Tests

Major Companies Developing or Marketing CMV Tests

Major Companies Developing or Marketing Syphilis Tests

Major Companies Developing or Marketing Blood Bank Analyzers

Worldwide, All Market Segments, Facilities Performing Blood Bank Tests By Country

Worldwide, All Market Segments, Total Blood Typing and Grouping Test Volume Forecast By Country

Worldwide, All Market Segments, Total Infectious Disease Screening Test Volume Forecast

Worldwide, All Market Segments, Total Blood Typing and Grouping Reagent Market Forecast By Country

Worldwide, All Market Segments, Total Infectious Disease Reagent Market Forecast By Country

Executive Summary Table: France, Total Blood Bank Test Volume and Reagent Sales Forecast By Test Category

France, Facilities Performing Blood Bank Tests by Market Segment

France, Hospital Laboratories Performing Blood Bank Tests by Bed Size

France, Commercial/Private Laboratories Performing Blood Bank Tests By Annual Test Volume

France, All Market Segments Blood Typing And Grouping Test Volume Forecast by Market Segment

France, All Market Segments Blood Typing And Grouping Test Volume Forecast

France, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast

France, Blood Banks Blood Typing And Grouping Test Volume Forecast

France, Commercial/Private Laboratories Blood Typing and Grouping Test Volume Forecast

France, All Market Segments Infectious Disease Screening Test Volume Forecast By Market Segment

France, All Market Segments Infectious Disease Screening Test Volume Forecast

France, Blood Banks Infectious Disease Screening Test Volume Forecast

France, Commercial/Private Laboratories Infectious Disease Screening Test Volume Forecast

France, Hospital Laboratories Infectious Disease Screening Test Volume Forecast

France, All Market Segments Blood Typing And Grouping Reagent Market Forecast By Market Segment

France, All Market Segments Blood Typing And Grouping Reagent Market Forecast By Major Test

France, Hospital Laboratories Blood Typing and Grouping Reagent Market Forecast By Major

France, Blood Banks Blood Typing and Grouping Reagent Market Forecast by Major Test

France, Commercial/Private Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

France, All Market Segments Infectious Disease Screening Reagent Market Forecast By Market Segment

France, All Market Segments Infectious Disease Screening Reagent Market Forecast By Test

France, Blood Banks Infectious Disease Screening Reagent Market Forecast by Test

France, Commercial/Private Laboratories Infectious Disease Screening Reagent Market Forecast By Test

France, Hospital Laboratories Infectious Disease Screening Reagent Market Forecast by Test

France, Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And Market Shares

France, HIV/HTLV Blood Screening Market, Reagent Sales by Major Supplier

France, Hepatitis Blood Screening Market, Reagent Sales by Major Supplier

France, HIV/Hepatitis NAT Screening Market Reagent Sales by Major Supplier

France, CMV Blood Screening Market, Reagent Sales By Major Supplier

France, Syphilis Blood Screening Market, Reagent Sales By Major Supplier

Executive Summary Table: Germany, Total Blood Bank Test Volume and Reagent Sales Forecast by Test Category

Germany, Facilities Performing Blood Bank Tests by Market Segment

Germany, Hospital Laboratories Performing Blood Bank Tests by Bed Size

Germany, Commercial/Private Laboratories Performing Blood Bank Tests by Annual Test Volume

Germany, All Market Segments Blood Typing And Grouping Test Volume Forecast by Market Segment

Germany, All Market Segments Blood Typing And Grouping Test Volume Forecast

Germany, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast

Germany, Blood Banks Blood Typing And Grouping Test Volume Forecast

Germany, Commercial/Private Laboratories Blood Typing and Grouping Test Volume

Forecast

Germany, All Market Segments Infectious Disease Screening Test Volume Forecast By Market Segment

Germany, All Market Segments Infectious Disease Screening Test Volume Forecast

Germany, Blood Banks Infectious Disease Screening Test Volume Forecast

Germany, Commercial/Private Laboratories Infectious Disease Screening Test Volume Forecast

Germany, Hospital Laboratories Infectious Disease Screening Test Volume Forecast

Germany, All Market Segments Blood Typing And Grouping Reagent Market Forecast by Market Segment

Germany, All Market Segments Blood Typing And Grouping Reagent Market Forecast By Major Test

Germany, Hospital Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

Germany, Blood Banks Blood Typing and Grouping Reagent Market By Major Test Forecast

Germany, Commercial/Private Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

Germany, All Market Segments Infectious Disease Screening Reagent Market Forecast By Market Segment

Germany, All Market Segments Infectious Disease Screening Reagent Market Forecast by Test

Germany, Blood Banks Infectious Disease Screening Reagent Market Forecast by Test

Germany, Commercial/Private Laboratories Infectious Disease Screening Reagent Market Forecast By Test

Germany, Hospital Laboratories Infectious Disease Screening Reagent Market Forecast by Test

Germany, Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And Market Shares

Germany, HIV-1/2 Blood Screening Market, Reagent Sales by Major Supplier

Germany, Hepatitis Blood Screening Market, Reagent Sales by Major Supplier

Germany, HIV/Hepatitis NAT Market, Reagent Sales by Major Supplier

Germany, CMV Blood Screening Market, Reagent Sales by Major Supplier

Executive Summary Table: Italy, Total Blood Bank Test Volume and Reagent Sales Forecast by Test Category

Italy, Facilities Performing Blood Bank Tests by Market Segment

Italy, Hospital Laboratories Performing Blood Bank Tests by Bed Size

Italy, Commercial/Private Laboratories Performing Blood Bank Tests by Annual Test Volume

Italy, All Market Segments Blood Typing And Grouping Test Volume by Market Segment

Italy, All Market Segments Blood Typing And Grouping Test Volume Forecast

Italy, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast

Italy, Blood Banks Blood Typing And Grouping Test Volume Forecast

Italy, Commercial/Private Laboratories Blood Typing and Grouping Test Volume Forecast

Italy, All Market Segments Infectious Disease Screening Test Volume Forecast by Market Segment

Italy, All Market Segments Infectious Disease Screening Test Volume Forecast

Italy, Blood Banks Infectious Disease Screening Test Volume Forecast

Italy, Commercial/Private Laboratories Infectious Disease Screening Test Volume Forecast

Italy, Hospital Laboratories Infectious Disease Screening Test Volume Forecast

Italy, All Market Segments Blood Typing and Grouping Reagent Market Forecast by Market Segment

Italy, All Market Segments Blood Typing And Grouping Reagent Market Forecast by Major Test

Italy, Hospital Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

Italy, Blood Banks Blood Typing and Grouping Reagent Market Forecast by Major Test

Italy, Commercial/Private Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

Italy, All Market Segments Infectious Disease Screening Reagent Market Forecast by Market Segment

Italy, All Market Segments Infectious Disease Screening Reagent Market Forecast by Test

Italy, Blood Banks Infectious Disease Screening Reagent Market Forecast by Test

Italy, Commercial/Private Laboratories Infectious Disease Screening Reagent Market Forecast by Test

Italy, Hospital Laboratories Infectious Disease Screening Reagent Market Forecast By Test

Italy, Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And Market Shares

Italy, AIDS/Hepatitis Blood Screening Market, Reagent Sales by Major Supplier

Italy, HIV/Hepatitis NAT Market, Reagent Sales by Major Supplier

Italy, CMV Blood Screening Market, Reagent Sales By Major Supplier

Executive Summary Table: Japan, Total Blood Bank Test Volume and Reagent Sales Forecast by Test Category

Japan, Facilities Performing Blood Bank Tests by Market Segment

Japan, Hospital Laboratories Performing Blood Bank Tests By Bed Size

Japan, Commercial/Private Laboratories Performing Blood Bank Tests by Annual Test Volume

Japan, All Market Segments Blood Typing and Grouping Test Volume Forecast by Market Segment

Japan, All Market Segments Blood Typing and Grouping Test Volume Forecast

Japan, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast

Japan, Blood Banks Blood Typing and Grouping Test Volume Forecast

Japan, Commercial/Private Laboratories Blood Typing and Grouping Test Volume Forecast

Japan, All Market Segments Infectious Disease Screening Test Volume Forecast by Market Segment

Japan, All Market Segments Infectious Disease Screening Test Volume Forecast

Japan, Blood Banks Infectious Disease Screening Test Volume Forecast

Japan, Commercial/Private Laboratories Infectious Disease Screening Test Volume Forecast

Japan, Hospital Laboratories Infectious Disease Screening Test Volume Forecast

Japan, All Market Segments Blood Typing and Grouping Reagent Market Forecast By Market Segment

Japan, All Market Segments Blood Typing And Grouping Reagent Market Forecast by Major Test

Japan, Hospital Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

Japan, Blood Banks Blood Typing and Grouping Reagent Market By Major Test Forecast

Japan, Commercial/Private Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

Japan, All Market Segments Infectious Disease Screening Reagent Market Forecast By Market Segment

Japan, All Market Segments Infectious Disease Screening Reagent Market Forecast by Test

Japan, Blood Banks Infectious Disease Screening Reagent Market Forecast by Test

Japan, Commercial/Private Laboratories Infectious Disease Screening Reagent Market Forecast By Test

Japan, Hospital Laboratories Infectious Disease Screening Reagent Market Forecast by Test

Japan, Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And Market Shares

Japan, HIV/HTLV Blood Screening Market, Reagent Sales by Major Supplier
Japan, Hepatitis C Blood Screening Market, Reagent Sales by Major Supplier
Japan, CMV Blood Screening Market, Reagent Sales by Major Supplier
Japan, Syphilis Blood Screening Market, Reagent Sales by Major Supplier
Executive Summary Table: Spain, Total Blood Bank Test Volume and Reagent Sales Forecast by Test Category
Spain, Facilities Performing Blood Bank Tests by Market Segment
Spain, Hospital Laboratories Performing Blood Bank Tests by Bed Size
Spain, Commercial/Private Laboratories Performing Blood Bank Tests by Annual Test Volume
Spain, All Market Segments Blood Typing And Grouping Test Volume Forecast by Market Segment
Spain, All Market Segments Blood Typing and Grouping Test Volume Forecast
Spain, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast
Spain, Blood Banks Blood Typing And Grouping Test Volume Forecast
Spain, Commercial/Private Laboratories Blood Typing and Grouping Test Volume Forecast
Spain, All Market Segments Infectious Disease Screening Test Volume Forecast By Market Segment
Spain, All Market Segments Infectious Disease Screening Test Volume Forecast
Spain, Blood Banks Infectious Disease Screening Test Volume Forecast
Spain, Commercial/Private Laboratories Infectious Disease Screening Test Volume Forecast
Spain, Hospital Laboratories Infectious Disease Screening Test Volume Forecast
Spain, All Market Segments Blood Typing And Grouping Reagent Market Forecast By Market Segment
Spain, All Market Segments Blood Typing And Grouping Reagent Market Forecast by Major Test
Spain, Hospital Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test
Spain, Blood Banks Blood Typing and Grouping Reagent Market By Major Test Forecast
Spain, Commercial/Private Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test
Spain, All Market Segments Infectious Disease Screening Reagent Market Forecast by Market Segment
Spain, All Market Segments Infectious Disease Screening Reagent Market Forecast by Test
Spain, Blood Banks Infectious Disease Screening Reagent Market Forecast by Test

Spain, Commercial/Private Laboratories Infectious Disease Screening Reagent Market Forecast By Test

Spain, Hospital Laboratories Infectious Disease Screening Reagent Market Forecast by Test

Spain, Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And Market Shares

Spain, HIV-1/2 Blood Screening Market, Reagent Sales by Major Supplier

Spain, Hepatitis Blood Screening Market, Reagent Sales by Major Supplier

Spain, HIV/Hepatitis NAT Market, Reagent Sales by Major Supplier

Spain, CMV Blood Screening Market, Reagent Sales by Major Supplier

Spain, Syphilis Blood Screening Market, Reagent Sales by Major Supplier

Executive Summary Table: U.K., Total Blood Bank Test Volume and Reagent Sales Forecast by Test Category

U.K., Facilities Performing Blood Bank Tests by Market Segment

U.K., Hospital Laboratories Performing Blood Bank Tests by Bed Size

U.K., Commercial/Private Laboratories Performing Blood Bank Tests by Annual Test Volume

U.K., All Market Segments Blood Typing And Grouping Test Volume Forecast by Market Segment

U.K., All Market Segments Blood Typing And Grouping Test Volume Forecast

U.K., Hospital Laboratories Blood Typing and Grouping Test Volume Forecast

U.K., Blood Banks Blood Typing And Grouping Test Volume Forecast

U.K., Commercial/Private Laboratories Blood Typing and Grouping Test Volume Forecast

U.K., All Market Segments Infectious Disease Screening Test Volume Forecast by Market Segment

U.K., All Market Segments Infectious Disease Screening Test Volume Forecast

U.K., Blood Banks Infectious Disease Screening Test Volume Forecast

U.K., Hospital Laboratories Infectious Disease Screening Test Volume Forecast

U.K., Commercial/Private Laboratories Infectious Disease Screening Test Volume Forecast

U.K., All Market Segments Blood Typing And Grouping Reagent Market Forecast By Market Segment

U.K., All Market Segments Blood Typing And Grouping Reagent Market Forecast by Major Test

U.K., Hospital Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

U.K., Blood Banks Blood Typing and Grouping Reagent Market Forecast by Major Test

U.K., All Market Segments Infectious Disease Screening Reagent Market Forecast By

Market Segment

U.K., All Market Segments Infectious Disease Screening Reagent Market Forecast Segment By Test

U.K., Blood Banks Infectious Disease Screening Reagent Market Forecast by Test

U.K., Hospital Laboratories Infectious Disease Screening Reagent Market Forecast By Test

U.K., Commercial/Private Laboratories Infectious Disease Screening Reagent Market Forecast by Test

U.K., Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And Market Shares

U.K., HIV-1/2 Blood Screening Market, Reagent Sales by Major Supplier

U.K., Hepatitis Blood Screening Market, Reagent Sales by Major Supplier

U.K., Syphilis Blood Screening Market, Reagent Sales by Major Supplier

Executive Summary Table: U.S.A., Total Blood Bank Test Volume and Reagent Sales Forecast by Test Category

U.S.A., Estimated Number of Inpatient and Ambulatory Surgeries

U.S.A., Facilities Performing Blood Bank Tests by Market Segment

U.S.A., Hospital Laboratories Performing Blood Bank Tests by Bed Size

U.S.A., Commercial/Private Laboratories Performing Blood Bank Tests by Annual Test Volume Forecast

U.S.A., Facilities Collecting Whole Blood And Plasma by Market Forecast Segment

U.S.A., Whole Blood and Plasma Collections By Market Forecast Segment

U.S.A., All Market Segments Blood Typing and Grouping Test Volume by Market Forecast Segment

U.S.A., All Market Segments Blood Typing And Grouping Test Volume Forecast

U.S.A., Hospital Laboratories Blood Typing and Grouping Test Volume Forecast

U.S.A., Community and Regional Blood Centers Blood Typing and Grouping Test Volume Forecast

U.S.A., Commercial/Private Laboratories Blood Typing and Grouping Test Volume Forecast

U.S.A., Plasma Fractionation Centers Blood Typing and Grouping Test Volume Forecast

U.S.A., Military Blood Banks Blood Typing and Grouping Test Volume Forecast

U.S.A., All Market Segments Infectious Disease Screening Test Volume Forecast By Market Segment

U.S.A., All Market Segments Infectious Disease Screening Test Volume Forecast

U.S.A., Community and Regional Centers Infectious Disease Screening Test Volume Forecast

U.S.A., Plasma Fractionation Centers Infectious Disease Screening Test Volume

Forecast

U.S.A., Hospital Blood Banks Infectious Disease Screening Test Volume Forecast

U.S.A., Military Blood Banks Infectious Disease Screening Test Volume Forecast

U.S.A., All Market Segments Blood Typing And Grouping Reagent Market Forecast by Market Segment

U.S.A., All Market Segments Blood Typing And Grouping Reagent Market Forecast by Market Segment

U.S.A., Hospital Blood Banks Blood Typing And Grouping Reagent Market Forecast by Major Test

U.S.A., Community and Regional Blood Centers Blood Typing and Grouping Reagent Market Forecast By Major Test

U.S.A., Commercial/Private Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

U.S.A., Plasma Fractionation Centers Blood Typing and Grouping Reagent Market Forecast By Major Test

U.S.A., Military Blood Banks Blood Typing And Grouping Reagent Market Forecast by Major Test

U.S.A., All Market Segments Infectious Disease Screening Reagent Market by Market Forecast Segment

U.S.A., All Market Segments Infectious Disease Screening Reagent Market by Market Forecast Segment

U.S.A., Community and Regional Centers Infectious Disease Screening Reagent Market Forecast By Test

U.S.A., Plasma Fractionation Centers Infectious Disease Screening Reagent Market Forecast By Test

U.S.A., Hospital Blood Banks Infectious Disease Screening Reagent Market Forecast By Test

U.S.A., Military Blood Banks Infectious Disease Screening Reagent Market Forecast By Test

U.S.A., Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And Market Shares

U.S.A., HIV/HTLV Blood Screening Market, Reagent Sales by Major Supplier

U.S.A., Hepatitis Blood Screening Market, Reagents Sales by Major Supplier

U.S.A., Hepatitis C Blood Screening Market, Reagent Sales By Major Supplier

U.S.A., HIV/Hepatitis C NAT Market, Reagent Sales By Major Supplier

U.S.A., West Nile Virus NAT Market, Reagent Sales by Major Supplier

U.S.A., CMV Blood Screening Market, Reagent Sales by Major Supplier

U.S.A., Syphilis Blood Screening Market, Reagent Sales by Major Supplier

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