

2016 Future Horizons and Growth Strategies in the Italian Transfusion Diagnostic Testing Market: Instrument and Reagents Supplier Shares, Country Segment Forecasts, Competitive Intelligence, Opportunities

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Abstracts

Complete report \$6,100. DataPack (test volumes, sales forecasts, supplier shares) \$3,950.

This comprehensive report is designed to help current suppliers and potential market entrants identify and evaluate emerging opportunities in the Italian transfusion diagnostic market during the next five years, and assist industry executives in developing effective business, new product development and marketing strategies.

The report explores future marketing and technological trends in Italy; provides test volume and sales forecasts by market segment/test location; 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 for leading suppliers of transfusion diagnostic products by 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.

Test volume and sales forecasts for over 40 blood typing, grouping and infectious disease screening tests, including NAT, by country and market segment:

Blood Centers

Hospitals

Commercial/Private Laboratories

Current and Emerging Products

Analysis of current and emerging blood typing, grouping and infectious disease screening tests.

Review of automated and semi-automated analyzers.

Technology Review

Assessment of current and emerging technologies, and their potential applications for the transfusion diagnostics market.

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

Strategic Recommendations

New product development opportunities with significant market appeal.

Alternative market penetration strategies.

Potential market entry barriers and risks.

Contains 412 pages and 40 tables

Contents

I. INTRODUCTION

II. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES

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

III. ALTERNATIVE MARKET PENETRATION STRATEGIES

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

IV. POTENTIAL MARKET ENTRY BARRIERS AND RISKS

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

V. 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

VI. 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

VII. 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
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

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