

2016 Future Horizons and Growth Strategies in the German Virology and Bacteriology Testing Market: Supplier Shares by Test, Country Segment Forecasts, Competitive Intelligence, Emerging Opportunities by Test

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Abstracts

Complete report \$6,700. DataPack (test volumes, sales forecasts, supplier shares) \$4,300. VPGMarketResearch.com's new report is a strategic analysis of major business opportunities emerging in the infectious disease testing market during the next five years. The report examines key German market trends; reviews current and emerging assays; analyzes potential applications of innovative diagnostic technologies; forecasts volume and sales for over 100 infectious disease tests by assay, and market segment; provides test volume estimates by method (molecular, serology/immunodiagnostics, culture/microscopy); profiles leading players and potential market entrants; and suggests alternative business expansion strategies for suppliers.

Rationale

This comprehensive report will assist diagnostics industry executives, as well as companies planning to diversify into the dynamic and rapidly expanding microbiology testing market, in evaluating emerging opportunities and developing effective business strategies.

Microbiology testing is one of the most rapidly growing segments of the in vitro diagnostics industry, and the greatest challenge facing suppliers during this decade. Among the main driving forces is continuing spread of AIDS, which remains the world's major health threat and a key factor contributing to the rise of opportunistic infections; threat of bioterrorism; advances in molecular diagnostic technologies; and a wider

availability of immunosuppressive drugs. Although for some infections the etiology is still a mystery, while for others the causative microorganisms are present in minute concentrations long before the occurrence of first clinical symptoms, recent advances in genetic engineering and detection technologies are creating exciting opportunities for highly sensitive, specific and cost-effective products.

Opportunities and Strategic Recommendations

Emerging opportunities for new instrumentation, reagents kits, IT and other products with significant market appeal during the next five years.

Design criteria for decentralized testing products.

Alternative market penetration strategies.

Potential market entry barriers and risks.

Infectious Diseases Analyzed in the Report AIDS/HIV, Adenovirus, Aeromonads, Bartonella, Blastocystis Hominis, Campylobacter, Candida, Chancroid, Chlamydia, Clostridium, Coronavirus, Coxsackievirus, Cryptosporidium, Cyclospora, CMV, E. Coli, Echovirus, Encephalitis, Enterovirus, EBV, Giardia, Gonorrhoea, Granuloma Inguinale, Hantavirus, H. Pylori, Hepatitis, Herpes Influenza, Legionella, Lyme disease, Lymphogranuloma, Malaria, Measles, Meningitis, Microsporidium, Mononucleosis, Mumps, Mycoplasma, HPV, Parvovirus, Pneumonia, Polyomaviruses, Pseudomonas, Rabies, RSV, Rhinovirus, Rotavirus, Rubella, Salmonella, Septicemia, Shigella, Staphylococci, Streptococci, Syphilis, Toxoplasmosis, Trichomonas, TB, Vibrio, West Nile, Yersinia.

Market Segmentation Analysis

Sales and market shares of major suppliers by individual test.

Volume and sales forecasts for over 100 infectious disease assays by individual test and market segment:

Hospitals

Blood Banks

Commercial/Private Laboratories

Test volume estimates by method (molecular, serology/immunodiagnosics, culture/microscopy).

Review of the market dynamics, trends, structure, size, growth and major suppliers.

Current and Emerging Products

In-depth examination of over 100 major diseases, including their etiology, current diagnostic tests, vaccines, drugs and market needs.

Review of major analyzers used for infectious disease testing, including their operating characteristics, features and selling prices.

Technology Review

Assessment of molecular diagnostic, monoclonal antibody, immunoassay, and other technologies and their potential applications for infectious disease testing.

Global listings of companies developing or marketing infectious disease diagnostic products by individual test.

Competitive Assessments

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

Contains 983 pages and 160 tables

Contents

1. INTRODUCTION

2. WORLDWIDE MARKET OVERVIEW

- A. Business Environment
- B. Market Structure
- C. Market Size and Growth

3. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES

- A. Instrumentation
- B. Reagent Kits and Test Systems/Panels
- C. Information Technology
- D. Auxiliary Products

4. DESIGN CRITERIA FOR DECENTRALIZED TESTING PRODUCTS

5. ALTERNATIVE MARKET PENETRATION STRATEGIES

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts
- D. Distribution Strategies for Decentralized Testing Markets

6. POTENTIAL MARKET ENTRY BARRIERS AND RISKS

- A. Market Maturity
- B. Cost Containment
- C. Competition
- D. Technological Edge and Limitations
- E. Patent Protection
- F. Regulatory Constraints
- G. Decentralized Testing Market Challenges

7. WORLDWIDE OVERVIEW OF MAJOR TESTS, TECHNOLOGIES, AND INSTRUMENTATION

A. Major Infectious Disease Tests

1. AIDS: HIV/HIV-1/2/COMBO, HIVAG/HIV NAT, WESTERN BLOT, HTLV-I/II
2. ADENOVIRUS
3. AEROMONAS
4. ANTHRAX/BACILLUS ANTHRACIS
5. ARBOVIRUSES
6. BABESIOSIS
7. BACILLARY EPITHELIOID ANGIOMATOSIS (BEA) AND OTHER BARTONELLA (ROCHALIMAEA)
8. BLASTOCYSTIS HOMINIS
9. BRUCELLA
10. CAMPYLOBACTER
11. CANDIDA
12. CHAGAS DISEASE
13. CHANCROID
14. CHLAMYDIA
15. CLOSTRIDIUM DIFFICILE
16. CORONAVIRUSES
17. COXSACKIEVIRUSES
18. CREUTZFELDT-JAKOB'S DISEASE
19. CRYPTOSPORIDIUM PARVUM
20. CYCLOSPORA CAYETANENSIS
21. CYTOMEGALOVIRUS
22. EBOLA VIRUS
23. E. COLI
24. ECHOVIRUS
25. ENCEPHALITIS
26. ENTEROVIRUSES
27. EPSTEIN-BARR VIRUS
28. GIARDIA LAMBLIA
29. GONORRHEA
30. GRANULOMA INGUINALE
31. HANTAVIRUS
32. HELICOBACTER PYLORI
33. HEPATITIS: HAV NAT, HBV NAT, HBS AG, HCV, HCV NAT, ANTI-HBC, ANTI-HBS, ANTI-HAV, HEPATITIS DELTA, HBC AG, HBE AG, ALT/SGPT
34. HERPES SIMPLEX VIRUS
35. HUMAN HERPES VIRUS-6 (HHV-6)
36. INFLUENZA VIRUSES

37. LEGIONELLA
38. LYME DISEASE
39. LYMPHOGRANULOMA VENEREUM (LGV)
40. MALARIA
41. MEASLES (RUBEOLA)
42. MENINGITIS
43. MICROSPORIDIUM
44. MONONUCLEOSIS
45. MUMPS
46. MYCOPLASMA
47. PAPILLOMAVIRUSES
48. PARVOVIRUS B19
49. PNEUMONIA
50. POLYOMAVIRUSES
51. PSEUDOMONAS AERUGINOSA
52. RABIES
53. RESPIRATORY SYNCYTIAL VIRUS (RSV)
54. RHINOVIRUSES
55. ROTAVIRUS
56. RUBELLA
57. SALMONELLOSIS
58. SEPTICEMIA
59. SHIGELLOSIS
60. STAPHYLOCOCCUS AUREUS
61. STREPTOCOCCI
62. SYPHILIS
63. TOXOPLASMOSIS
64. TRICHOMONAS VAGINALIS
65. TUBERCULOSIS
66. VIBRIO
67. WEST NILE VIRUS
68. YERSINA

B. Instrumentation Review: Operating Characteristics, Features and Selling Princes of Leading Infectious Disease Automated and Semiautomated Analyzers

C. Emerging Infectious Disease Diagnostic Technologies

1. MOLECULAR DIAGNOSTICS
2. MONOCLONAL ANTIBODIES
3. IMMUNOASSAYS
4. DIFFERENTIAL LIGHT SCATTERING

5. INFORMATION TECHNOLOGY
6. ARTIFICIAL INTELLIGENCE
7. LIPOSOMES
8. FLOW CYTOMETRY
9. CHROMATOGRAPHY
10. DIAGNOSTIC IMAGING
11. GEL MICRODROPLETS
12. OTHERS

8. GERMANY INFECTIOUS DISEASE TESTING MARKET

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

9. COMPETITIVE ASSESSMENTS

Abbott
Affymetrix
Beckman Coulter/Danaher
Becton Dickinson
bioMerieux
Bio-Rad
Cepheid
Diamedix
DiaSorin
Eiken Chemical
Elitech Group
Enzo Biochem
Fujirebio
Grifols
Hologic/Gen-Probe
ID Biomedical/GSK
Kreatech/Leica
Lonza
Ortho-Clinical Diagnostics
Qiagen

Roche
Scienion
Sequenom
SeraCare
Siemens
Takara Bio
Thermo Fisher
Wallac/PE
Wako

List Of Tables

LIST OF TABLES

Major Companies Developing or Marketing AIDS Tests
Major Companies Developing or Marketing Adenovirus Tests
Major Companies Developing or Marketing Bartonella Tests
Major Companies Developing or Marketing Campylobacter Tests
Major Companies Developing or Marketing Candida Tests
Major Companies Developing or Marketing Chlamydia Tests
Major Companies Developing or Marketing Clostridium Tests
Major Companies Developing or Marketing Coronavirus Tests
Major Companies Developing or Marketing Cryptosporidium Tests
Major Companies Developing or Marketing CMV Tests
Major Companies Developing or Marketing Echovirus Tests
Major Companies Developing or Marketing Enterovirus Tests
Major Companies Developing or Marketing EBV Tests
Major Companies Developing or Marketing Giardia Tests
Major Companies Developing or Marketing Gonorrhoea Tests
Major Companies Developing or Marketing Hantavirus Tests
Major Companies Developing or Marketing Helicobacter Pylori Tests
Major Companies Developing or Marketing Hepatitis Tests
Major Companies Developing or Marketing Herpes Tests
Major Companies Developing or Marketing Influenza Tests
Major Companies Developing or Marketing Legionella Tests
Major Companies Developing or Marketing Lyme Disease Tests
Major Companies Developing or Marketing Lymphogranuloma Tests
Major Companies Developing or Marketing Malaria Tests
Major Companies Developing or Marketing Measles Tests
Major Companies Developing or Marketing Meningitis Tests
Major Companies Developing or Marketing Microsporidium Tests
Major Companies Developing or Marketing Mononucleosis Tests
Major Companies Developing or Marketing Mumps Tests
Major Companies Developing or Marketing Mycoplasma Tests
Major Companies Developing or Marketing Papilloma Virus Tests
Major Companies Developing or Marketing Parvovirus Tests
Major Companies Developing or Marketing Pneumonia Tests
Major Companies Developing or Marketing RSV Tests
Major Companies Developing or Marketing Rotavirus Tests

Major Companies Developing or Marketing Rubella Tests
Major Companies Developing or Marketing Salmonella Tests
Major Companies Developing or Marketing Septicemia Tests
Major Companies Developing or Marketing Shigella Tests
Major Companies Developing or Marketing Staphylococci Tests
Major Companies Developing or Marketing Streptococci Tests
Major Companies Developing or Marketing Syphilis Tests
Major Companies Developing or Marketing Toxoplasmosis Tests
Major Companies Developing or Marketing Trichomonas Tests
Major Companies Developing or Marketing Tuberculosis Tests
Major Companies Developing or Marketing West Nile Tests
Major Companies Developing or Marketing Yersinia Tests
Germany Summary Table All Infectious Diseases Test Volume and Diagnostics Sales Forecast by Market Segment
Germany Laboratories Performing Infectious Disease Tests Forecast by Market Segment
Germany Hospital Laboratories Performing Infectious Disease Tests by Bed Size
Germany Commercial/Private Laboratories Performing Infectious Disease Tests by Annual Test Volume
Germany All Market Segments Infectious Disease Test Volume Forecast
Germany Hospital Laboratories Infectious Disease Test Volume Forecast
Germany Blood Banks Infectious Disease Test Volume Forecast
Germany Commercial/Private Laboratories Infectious Disease Test Volume Forecast
Germany All Market Segments Infectious Disease Diagnostics Market Forecast
Germany All Market Segments Infectious Disease Test Volume by Method
Germany Hospital Laboratories Infectious Disease Diagnostics Market Forecast
Germany Blood Banks Infectious Disease Diagnostics Market Forecast
Germany Commercial/Private Laboratories Infectious Disease Diagnostics Market Forecast
Germany HIV or HIV I/HIVII/Combo Test Volume and Diagnostics Sales Forecast by Market Segment
Germany HIV Ag Test Volume and Diagnostics Sales Forecast by Market Segment
Germany Western Blot/Other Confirmatory Test Volume and Diagnostics Sales Forecast by Market Segment
Germany Adenovirus Test Volume and Diagnostics Sales Forecast by Market Segment
Germany Aeromonads Test Volume and Diagnostics Sales Forecast by Market Segment
Germany BEA Test Volume and Diagnostics Sales Forecast by Market Segment
Germany Blastocystis Hominis Test Volume and Diagnostics Sales Forecast by Market

Segment

Germany Campylobacter Test Volume and Diagnostics Sales Forecast by Market

Segment

Germany Candida Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Chancroid Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Chlamydia Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Clostridium Test Volume and Diagnostics Sales Forecast by Market Segment

Germany CoxsackieVirus Test Volume and Diagnostics Sales Forecast by Market

Segment

Germany Cryptosporidium Test Volume and Diagnostics Sales Forecast by Market

Segment

Germany Cyclospora Test Volume and Diagnostics Sales Forecast by Market Segment

Germany CMV Test Volume and Diagnostics Sales Forecast by Market Segment

Germany E. Coli Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Echovirus Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Encephalitis Test Volume and Diagnostics Sales Forecast by Market Segmen

Germany Enterovirus Test Volume and Diagnostics Sales Forecast by Market Segment

Germany EBV Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Giardia Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Gonorrhoea Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Granuloma Inguinale Test Volume and Diagnostics Sales Forecast by Market

Segment

Germany Hantavirus Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Helicobacter Pylori Test Volume and Diagnostics Sales Forecast by Market

Segment

Germany HAV NAT Test Volume and Diagnostics Sales Forecast by Market Segment

Germany HBV NAT Test Volume and Diagnostics Sales Forecast by Market Segment

Germany HBsAg Test Volume and Diagnostics Sales Forecast by Market Segment

Germany HCV Test Volume and Diagnostics Sales Forecast by Market Segment

Germany HCV NAT Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Hepatitis C Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Anti-HBc Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Anti-HBs Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Anti-HAV Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Hepatitis Delta Test Volume and Diagnostics Sales Forecast by Market

Segment

Germany HBcAg Test Volume and Diagnostics Sales Forecast by Market Segment

Germany HBeAg Test Volume and Diagnostics Sales Forecast by Market Segment

Germany ALT/SGPT Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Herpes Simplex I and II Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Herpes Type VI Test Volume and Diagnostics Sales Forecast by Market Segment

Germany HTLV I or HTLV I/HTLV II Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Influenza Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Legionella Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Lyme Disease Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Lymphogranuloma Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Malaria Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Measles Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Meningitis Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Microsporidium Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Mononucleosis Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Mumps Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Mycoplasma Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Papilloma Virus Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Parvovirus Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Pneumonia Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Polyoma Viruses Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Pseudomonas Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Rabies Test Volume and Diagnostics Sales Forecast by Market Segment

Germany RSV Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Rhinovirus Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Rotavirus Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Rubella Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Salmonella Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Septicemia Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Shigella Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Staphylococci Test Volume and Diagnostics Sales Forecast by Market

Segment

Germany Streptococci Test Volume and Diagnostics Sales Forecast by Market

Segment

Germany Syphilis Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Toxoplasmosis Test Volume and Diagnostics Sales Forecast by Market

Segment

Germany Trichomonas Test Volume and Diagnostics Sales Forecast by Market

Segment

Germany Tuberculosis Test Volume and Diagnostics Sales Forecast by Market

Segment

Germany Vibrio Test Volume and Diagnostics Sales Forecast by Market Segment

Germany West Nile Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Yersinia Test Volume and Diagnostics Sales Forecast by Market Segment

Germany AIDS Testing Market Diagnostics Sales by Major Supplier

Germany Campylobacter Testing Market Diagnostics Sales by Major Supplier

Germany Candida Testing Market Diagnostics Sales by Major Supplier

Germany CMV Testing Market Diagnostics Sales by Major Supplier

Germany EBV Testing Market Diagnostics Sales by Major Supplier

Germany Gonorrhoea Testing Market Diagnostics Sales by Major Supplier

Germany Hepatitis Testing Market Diagnostics Sales by Major Supplier

Germany Hepatitis C Testing Market Diagnostics Sales by Major Supplier

Germany Herpes Testing Market Diagnostics Sales by Major Supplier

Germany Influenza Testing Market Diagnostics Sales by Major Supplier

Germany Legionella Testing Market Diagnostics Sales by Major Supplier

Germany Meningitis Testing Market Diagnostics Sales by Major Supplier

Germany Mononucleosis Testing Market Diagnostics Sales by Major Supplier

Germany Mycoplasma Testing Market Diagnostics Sales by Major Supplier

Germany Pneumonia Testing Market Diagnostics Sales by Major Supplier

Germany RSV Testing Market Diagnostics Sales Forecast by Major Supplier

Germany Rotavirus Testing Market Diagnostics Sales by Major Supplier

Germany Rubella Testing Market Diagnostics Sales by Major Supplier

Germany Septicemia Testing Market Diagnostics Sales by Major Supplier

Germany Streptococci Testing Market Diagnostics Sales by Major Supplier

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Germany Trichomonas Testing Market Diagnostics Sales by Major Supplier

Germany Tuberculosis Testing Market Diagnostics Sales by Major Supplier

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