

2016 Future Horizons and Growth Strategies in the Global Lyme Disease Testing Market: Supplier Shares, Country Segment Forecasts, Competitive Intelligence, Emerging Opportunities

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Abstracts

The report presents a detailed analysis of the Lyme disease diagnostics market in the US, Europe (France, Germany, Italy, Spain, UK) and Japan. Current scientific views on the Lyme disease 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

Physician Offices

Public Health Labs

In addition to test volume and sales projections, the report presents sales and market share estimates for major suppliers of Lyme disease tests.

Also, the report examines the market applications of DNA Probes, Monoclonal Antibodies, Immunoassays, IT and other technologies; 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.
Contains 203 pages and 11 tables

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