

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

<https://marketpublishers.com/r/26216A8093FEN.html>

Date: November 2015

Pages: 200

Price: US\$ 3,480.00 (Single User License)

ID: 26216A8093FEN

Abstracts

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

For each country, in addition to test volume and sales projections, the report presents sales and market share estimates for major suppliers of Mononucleosis 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 200 pages and 15 tables

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