

2016 World Campylobacter Diagnostic Testing Market: Emerging Opportunities and Growth Strategies for Suppliers

<https://marketpublishers.com/r/248A1C4EECCEN.html>

Date: October 2015

Pages: 230

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

ID: 248A1C4EECCEN

Abstracts

The report presents a detailed analysis of the Campylobacter diagnostics market in the US, Europe (France, Germany, Italy, Spain, UK) and Japan. Current scientific views on the Campylobacter 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 Campylobacter tests. Also, the report examines the market applications of DNA Probes, Monoclonal Antibodies, Immunoassays, IT and other technologies; reviews features and operating characteristics of automated analyzers; 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.

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