

# **2017 Colombia Molecular Diagnostics Market: Infectious Diseases, Genetic Diseases, Cancer, Forensic and Paternity Testing--Test Volume and Sales Segment Forecasts, Competitive Strategies, Innovative Technologies, Instrumentation, Opportunities**

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## **Abstracts**

This new report from VPGMarketResearch.com is designed to help current suppliers and potential market entrants identify and evaluate emerging opportunities in the molecular diagnostics market during the next five years.

## **Highlights**

Five-year test volume and sales forecasts

Feature comparison of major analyzers

Profiles of market players and start-up firms developing innovative technologies and products

Specific product and business opportunities for instrument and consumable suppliers

## **Rationale**

The molecular diagnostics market is unquestionably the most rapidly growing segment

of the in vitro diagnostics industry. The next five years will witness significant developments in reagent systems and automation, as well as introduction of a wide range of new products that will require innovative marketing approaches. The rate of market penetration into routine clinical laboratories, however, will depend on the introduction of cost-effective and automated systems with amplification methods. In order to successfully capitalize on the opportunities presented by the molecular diagnostics market, many companies are already exploiting new molecular technologies as corporate strategic assets, managed in support of business and marketing strategies. Integrating new technology planning with business and corporate strategies will be one of the most challenging tasks for diagnostic companies during the next five years.

### **Market Segmentation Analysis**

Five-year test volume and sales forecasts for major applications, including:

Infectious Diseases

Forensic Testing

Cancer

Paternity Testing/HLA Typing

Genetic Diseases

Others

Five-year test volume and sales projections for over 30 NAT assays.

### **Product/Technology Review**

Comparison of leading molecular diagnostic analyzers.

Review of molecular diagnostic technologies, test formats, detection methodologies, trends in testing automation and over 30 target/signal amplification methods, including:

PCR

bDNA

SDA

NASBA

TMA

SSSR, and others

LCR

Companies, universities and research centers developing new molecular-diagnostic technologies and products.

### **Competitive Assessments**

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

### **Opportunities and Strategic Recommendations**

New product development opportunities with potentially significant market appeal during the next five years.

Alternative market penetration strategies.

Potential market entry barriers and risks.

Business planning issues and concerns.

Contains 1,120 pages and 48 tables

## Contents

### **I. INTRODUCTION**

### **II. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES**

- A. Instrumentation
- B. Reagent Kits and Test Systems/panels
- C. Computers, Software and Automation
- D. Auxiliary Products

### **III. DESIGN CRITERIA FOR DECENTRALIZED TESTING PRODUCTS**

### **IV. ALTERNATIVE MARKET PENETRATION STRATEGIES**

### **V. POTENTIAL MARKET ENTRY BARRIERS AND RISKS**

### **VI. MOLECULAR DIAGNOSTIC TECHNOLOGY REVIEW**

- A. DNA Sequencing
- B. DNA and RNA Probe Technologies
- C. Detection Technologies
- D. Biochips: Genosensors, Microarrays, and Labs-on-the-Chip
- E. Pharmacogenomics
- F. Competing/complementing
  - 1. MONOCLONAL ANTIBODIES/IMMUNOASSAYS
  - 2. RNA PROBES
  - 3. TWO-DIMENSIONAL ELECTROPHORESIS
  - 4. FLOW CYTOMETRY

### **VII. MOLECULAR DIAGNOSTIC INSTRUMENTATION REVIEW**

### **VIII. MAJOR APPLICATIONS**

#### **1. MICROBIOLOGY/INFECTIOUS DISEASES**

- a. Overview
- b. Major Infectious Diseases
  - AIDS/HIV
  - Adenovirus

Aeromonads  
Anthrax/Bacillus Anthracis  
Arboviruses  
Babesiosis  
Bacillary Epithelioid Angiomatosis (BEA), other Bartonella (Rochalimaea)  
Blastocystis Hominis  
Brucella  
Campylobacter  
Candida  
Chagas Disease  
Chancroid  
Chlamydia  
Clostridium Difficile  
Coronaviruses  
Coxsackieviruses  
Creutzfeldt-Jakob's Disease  
Cryptosporidium Parvum  
Cyclospora Cayetanensis  
Cytomegalovirus  
Ebola Virus  
E. Coli  
Echovirus  
Encephalitis  
Enteroviruses  
Epstein-Barr Virus  
Giardia Lamblia  
Gonorrhea  
Granuloma Inguinale  
Hantavirus  
Helicobacter Pylori  
Hepatitis  
Herpes Simplex Virus  
Human Herpes Virus-6 (HHV-6)  
Influenza Viruses  
Legionella  
Lyme Disease  
Lymphogranuloma Venereum (LGV)  
Malaria  
Measles (Rubeola)

Meningitis  
Microsporidium  
Mononucleosis  
Mumps  
Mycoplasma  
Papillomaviruses  
Parvovirus B19  
Pneumonia  
Polyomaviruses  
Pseudomonas Aeruginosa  
Rabies  
Respiratory Syncytial Virus (RSV)  
Rhinoviruses  
Rotavirus  
Rubella  
Salmonellosis  
Septicemia  
Shigellosis  
Staphylococcus Aureus  
Streptococci  
Syphilis  
Toxoplasmosis  
Trichomonas Vaginalis  
Tuberculosis  
Vibrio  
West Nile Virus  
Yersinia

## 2. CANCER TESTING

- a. Overview
- b. Major Cancer Types
  - Prostate
  - Lung
  - Colon and Rectum
  - Breast
  - Skin
  - Uterine
  - Leukemia
  - Oral
- c. Oncogenes

Abl/abl-bcr

AIB1

BCL-2

BRCA1

CD44

C-fos

C-myb

C-myc

CYP17

Erb-B

HPC1

N-myc

P40

P51

P53

PIK3CA

PTI-1

Ras

Reg

Sis

Src

### 3. GENETIC DISEASES

a. Overview

b. Nucleic Acid Amplification

c. Chromosome Imaging

d. Genomics Technologies

e. Proteomics Technologies

f. Current Pharmacogenomic Tests

g. Future Pharmacogenomic Testing

h. Major Diseases

Achondroplasia

Autosomal Dominant Polycystic Kidney Disease

Cancer

Cosmetogenomics

Cystic Fibrosis

Down's Syndrome

Duchenne and Becker Muscular Dystrophy

Factor V (Leiden)

Factor IX Deficiency

Fragile X Syndrome  
Heart Disease  
Hemochromatosis  
Hemophilia  
Huntington's Disease  
Maternal-Fetal Incompatibility  
Multiple Endocrine Neoplasia  
Phenylketonuria (PKU)  
Polycystic Kidney Disease (PKD)  
Prenatal Screening  
Retinitis Pigmentosa  
Retinoblastoma  
Sickle Cell Anemia  
Spinal Muscular Atrophy  
Vitamin B12 Metabolism

i. Social Issues and Concerns

#### 4. FORENSIC TESTING

- a. Overview
- b. Multilocus and Single Locus Probes
  - Multilocus Probes
  - Single Locus Probes
  - PCR and RFLP
- c. DNA Profile Data Banks
- d. Judicial Implementation
- e. Major Crime Categories
- f. Factors Contributing to the DNA Probe Market Expansion
  - Technology Availability
  - Use of Hair as Evidence
- g. Wildlife Forensics

#### 5. PATERNITY TESTING/HLA TYPING

#### 6. OTHER APPLICATIONS

- a. Disease Susceptibility Testing
- b. Cardiovascular Diseases
- c. Diabetes
- d. Alzheimer's Disease
- e. Periodontal Disease
- f. Plasma Purification
- g. Organ Transplantation
- h. Water Contamination



i. Other

## **IX. MARKET SIZE AND GROWTH: TEST VOLUME AND SALES FORECASTS**

## **X. COMPETITIVE ASSESSMENTS**

Abbott  
Agilent Technologies  
Applied Gene Technologies  
Arca Biopharma  
Beckman Coulter/Danaher  
Becton Dickinson  
Biokit  
bioMerieux  
Bio-Rad  
Biotest  
CellMark Forensics/LabCorp  
Cepheid  
Decode Genetics  
Diadexus  
Eiken  
Elitech Group  
Enzo  
Exact Sciences  
Fujirebio  
Grifols  
Hologic/Gen-Probe  
Illumina  
Kreatech/Leica  
Li-Cor Biosciences  
Monogram Biosciences/LabCorp  
Myriad Genetics  
Ortho-Clinical Diagnostics  
Perkin Elmer/Caliper  
Proteome Sciences  
Qiagen  
Roche  
Scienion  
Sequenom

Shimadzu  
Siemens  
Sierra Molecular  
Takara Bio  
Tecan Group  
Thermo Fisher/Affymetrix

## **XI. APPENDIX: RESEARCH CENTERS DEVELOPING NEW TECHNOLOGIES AND PRODUCTS**

## List Of Tables

### LIST OF TABLES

Molecular Diagnostics Test Volume and Sales Forecasts by Major Application  
Molecular Diagnostics Test Volume by Major Application  
Major Infectious Disease Test Volume by Assay  
Major Infectious Disease Test Volume by Method  
Molecular Diagnostics Market by Major Application  
Major Infectious Disease Diagnostics Market by Assay  
Major Companies Developing or Marketing Salmonella Molecular Diagnostic Tests  
Major Companies Developing or Marketing AIDS Molecular Diagnostic Tests  
Major Companies Developing or Marketing Adenovirus Molecular Diagnostic Tests  
Major Companies Developing or Marketing Bartonella Molecular Diagnostic Tests  
Major Companies Developing or Marketing Campylobacter Molecular Diagnostic Tests  
Major Companies Developing or Marketing Candida Molecular Diagnostic Tests  
Major Companies Developing or Marketing Chlamydia Molecular Diagnostic Tests  
Major Companies Developing or Marketing Clostridium Molecular Diagnostic Tests  
Major Companies Developing or Marketing Coronavirus Molecular Diagnostic Tests  
Major Companies Developing or Marketing Cryptosporidium Molecular Diagnostic Tests  
Major Companies Developing or Marketing CMV Molecular Diagnostic Tests  
Major Companies Developing or Marketing Echovirus Molecular Diagnostic tests  
Major Companies Developing or Marketing Enterovirus Molecular Diagnostic tests  
Major Companies Developing or Marketing EBV Molecular Diagnostic Tests  
Major Companies Developing or Marketing Giardia Molecular Diagnostic Tests  
Major Companies Developing or Marketing Gonorrhea Molecular Diagnostic Tests  
Major Companies Developing or Marketing Hantavirus Molecular Diagnostic Tests  
Major Companies Developing or Marketing Helicobacter Molecular Diagnostic Tests  
Major Companies Developing or Marketing Hepatitis Molecular Diagnostic Tests  
Major Companies Developing or Marketing Herpes Molecular Diagnostic Tests  
Major Companies Developing or Marketing Influenza Molecular Diagnostic Tests  
Major Companies Developing or Marketing Legionella Molecular Diagnostic Tests  
Major Companies Developing or Marketing Lyme Disease Molecular Diagnostic Tests  
Major Companies Developing or Marketing Measles Molecular Diagnostic Tests  
Major Companies Developing or Marketing Meningitis Molecular Diagnostic Tests  
Major Companies Developing or Marketing Mononucleosis Molecular Diagnostic Tests  
Major Companies Developing or Marketing Mumps Molecular Diagnostic Tests  
Major Companies Developing or Marketing Mycoplasma Molecular Diagnostic Tests  
Major Companies Developing or Marketing Pneumonia Molecular Diagnostic Tests

Major Companies Developing or Marketing RSV Molecular Diagnostic Tests  
Major Companies Developing or Marketing Rotavirus Molecular Diagnostic Tests  
Major Companies Developing or Marketing Rubella Molecular Diagnostic Tests  
Major Companies Developing or Marketing Septicemia Molecular Diagnostic Tests  
Major Companies Developing or Marketing Shigella Molecular Diagnostic Tests  
Major Companies Developing or Marketing Streptococci Molecular Diagnostic Tests  
Major Companies Developing or Marketing Syphilis Molecular Diagnostic Tests  
Major Companies Developing or Marketing Toxoplasmosis Molecular Diagnostic Tests  
Major Companies Developing or Marketing Trichomonas Molecular Diagnostic Tests  
Major Companies Developing or Marketing Tuberculosis Molecular Diagnostic Tests  
Oncogenes Potential Application in Cancer Diagnosis  
Major Companies Developing or Marketing Cancer Molecular Diagnostic Tests  
Major Companies Developing or Marketing Molecular Diagnostic Tests For Genetic Diseases

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