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2017 Home/Self Testing Market Future Horizons and Growth Strategies

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Abstracts

This new 175-page report from VPGMarketResearch provides analysis of themajor home/self testing market segments, including diabetes (strips and meters), pregnancy, ovulation, and occult blood. The report presents trends, dynamics, size, growth, regulatory requirements, technologies, and competitive profiles.

Rationale

The growing economic pressures on hospitals, coupled with advances in diagnostic technologies, intensifying competition among suppliers and physicians, and changing consumer demands are shifting diagnostic testing from hospitals and commercial laboratories closer to the patient.

Market Segmentation Analysis

Review of the home/self testing market segments, including diabetes (strips and meters), pregnancy, ovulation and occult blood

Five-year sales forecasts.

Competitive Assessments

Assessments of major POC suppliers and emerging market entrants.

Methodology

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This report is based on a combination of primary and secondary sources of information, including review of the latest technical and business publications, manufacturer product literature, industry analyst reports, and VPGMarketResearchs proprietary data files.

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