

# **2018 Austria Molecular Diagnostic Analyzers and Reagents: Molecular Diagnostic Analyzers and Reagents: Infectious and Genetic Diseases, Cancer, Forensic and Paternity Testing--Supplier Strategies, Volume and Sales Segment Forecasts, Emerging Technologies, Instrumentation Review**

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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

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Hantavirus  
Helicobacter Pylori  
Hepatitis  
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Lymphogranuloma Venereum (LGV)  
Malaria

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Mycoplasma  
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Rubella  
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Shigellosis  
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BRCA1

CD44

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Cepheid  
Decode Genetics  
Diadexus  
Eiken  
Elitech Group  
Enzo  
Exact Sciences  
Fujirebio  
Grifols  
Hologic/Genrobe  
Illumina  
Kreatech/Leica  
Li Cor Biosciences  
Monogram Biosciences/LabCorp  
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