

# 2018 Brazil 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.

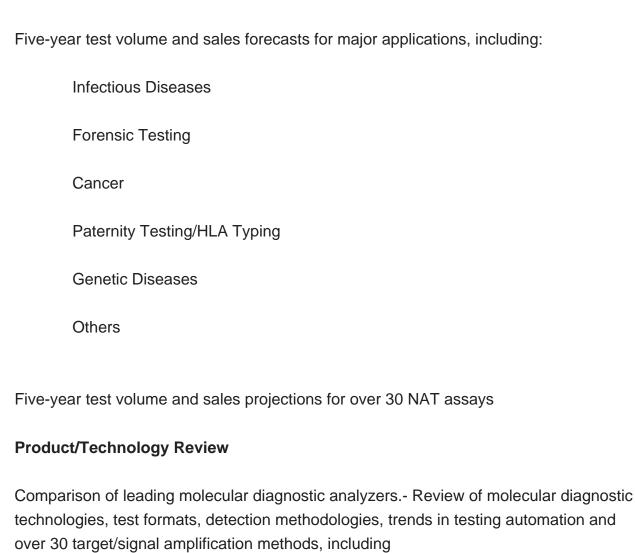
# **Market Segmentation Analysis**

PCR

**bDNA** 

SDA

NASBA



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**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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Vibrio

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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
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Fragile X Syndrome

**Heart Disease** 

Hemochomatosis

Hemophilia

Huntington's Disease

Maternal-Fetal Incompatibility

Multiple Endocrine Neoplasia

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Applied Gene Technologies

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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
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