

# 2020 Europe Nucleic Acid Testing/NAT Lab and POC Market: France, Germany, Italy, Spain, UK-Market Share Analysis, Competitive Intelligence, Technology Trends, Latest Instrumentation, Opportunities for Suppliers

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## Abstracts

This new 1,273-page comprehensive five-country report from VPGMarketResearch is designed to help current suppliers and potential market entrants identify and evaluate the major business opportunities emerging in the European molecular diagnostics market during the next five years. The report explores business and technological trends in major European countries (France, Germany, Italy, Spain, UK); provides 5-year test volume/sales forecasts; estimates shares of leading competitors; compares features of major analyzers; profiles leading market players; and identifies specific product and business opportunities facing instrument and consumable suppliers during the next five years.

The \$4.5 billion 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 and cost-effective 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 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 diagnostics companies during the next five years.

Contains 1,273 pages and 139 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**

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts
- D. Distribution Strategies For Decentralized Testing Markets

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

- A. Market Maturity
- B. Cost Containment
- C. Competition
- D. Technological Edge And Limitations
- E. Patent Protection
- F. Regulatory Constraints
- G. Decentralized Testing Market Challenges

### **VI. WORLDWIDE MARKET AND TECHNOLOGY REVIEW**

- A. DNA Sequencing
  - \$nbsp;\$nbsp;1. Introduction
  - \$nbsp;\$nbsp;2. Sequencing Methods
  - \$nbsp;\$nbsp;3. Autoradiography
  - \$nbsp;\$nbsp;4. The Human Genome Project
  - \$nbsp;\$nbsp;5. Sequencing Automation
  - \$nbsp;\$nbsp;6. Image Scanners

7. Fluorescent Detection

8. Gene Profiling

9. Gene Expression

10. Polymorphism Screening

11. Protein Interaction Networks

B. DNA and RNA Probe Technologies

1. Basic Principles

2. Probe Preparation

3. The DNA Probe Test

4. Test Formats

5. Labeling Techniques

6. Amplification Methods

C. Detection Technologies

1. Radioactive Methods

a. Overview

b. Major Isotopes

P-32

S-35

H-3

I-125

2. Non-Isotopic Methods

a. Enzymatic Labels

b. Chemical Labeling

Indirect Chemical Labeling

Direct Chemical Labeling

c. Fluorescence

d. Chemiluminescence

e. Electrical Conductivity

D. Molecular Diagnostic Instrumentation Review

1. Abbott LCx

2. Beckman Coulter/Biomek FK

3. BD Viper System with XTR Technology

4. BD Innova

5. Becton Dickinson SDA

6. bioMerieux NucliSENS easyMAG

7. bioMerieux NucliSENS easyQ and MiniMAG

8. Bio-Rad GeneScope

9. Cepheid GeneXpert

10. Curetis Unyvero

- 11. GenMark Dx eSensor XT-8
- 12. Hologic/Gen-Probe Panther
- 13. Hologic/Gen-Probe Tigris/DTS
- 14. HTG Molecular Edge
- 15. Life Technologies QuantStudio Dx
- 16. Qiagen QIA Symphony RGQ
- 17. Roche Cobas Amplicor
- 18. Roche Cobas TaqMan
- 19. Roche Cobas TaqMan
- 20. Roche Cobas TaqMan AmpliPrep
- 21. Roche LighCycler
- 22. Roche Cobas 4800
- 23. Roche Cobas s
- 24. Siemens Versant
- 25. Tecan LS Series

#### E. Biochips: Genosensors, Microarrays, and Labs-on-the-Chip

- Liquid Transportation and Mixing
- Separation
- Reaction
- Detection

#### F. Pharmacogenomics

#### G. Major Applications

- 1. Microbiology/Infectious Diseases
  - a. Overview
  - b. Major Infectious Diseases
    - AIDS: HIV/HIV-1/2/Combo, HIVAg/HIV NAT, Western Blot, HTLV-I/II
    - Adenovirus
    - Aeromonas
    - Anthrax/Bacillus Anthracis
    - Arboviruses
    - Babesiosis
    - Bacillary Epithelioid Angiomatosis (BEA) and Other Bartonella (Rochalimaea)
    - Blastocystis Hominis
    - Brucella
    - Campylobacter
    - Candida
    - Chagas Disease

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Chancroid  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Chlamydia  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Clostridium Difficile  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Coronaviruses  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Coxsackieviruses  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Creutzfeldt-Jakob's Disease  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Cryptosporidium Parvum  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Cyclospora Cayetanensis  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Cytomegalovirus  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Ebola Virus  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;E. Coli  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;EchoVirus  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Encephalitis  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Enteroviruses  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Epstein-Barr Virus  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Giardia Lamblia  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Gonorrhea  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Granuloma Inguinale  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Hantavirus  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Helicobacter Pylori  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Hepatitis: HAV NAT, HBV NAT, HBs Ag, HCV,  
HCV NAT, Anti-HBc, Anti-HBs, Anti-HAV, Hepatitis Delta, HBc Ag, HBe Ag, ALT/SGPT  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Herpes Simplex Virus  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Human Herpes Virus-6 (HHV-6)  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Influenza Viruses  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Legionella  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Lyme Disease  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Lymphogranuloma Venereum (LGV)  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Malaria  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Measles (Rubeola)  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Meningitis  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Microsporidium  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Mononucleosis  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Mumps  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Mycoplasma  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Papillomaviruses  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Parvovirus B19  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Pneumonia  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;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  
Yersina

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

\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Erb-B  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;HPC1  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;N-myc  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;P40  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;P51  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;P53  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;PIK3CA  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;PTI-1  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Ras  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Reg  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Sis  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Src  
\$nbsp;\$nbsp;\$nbsp;3. Genetic Diseases  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;a. Overview  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;b. Nucleic Acid Amplification  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;c. Chromosome Imaging  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;d. Genomics Technologies  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;e. Proteomics Technologies  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;f. Current Pharmacogenomic Tests  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;g. Future Pharmacogenomic Testing  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;h. Major Diseases  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Achondroplasia  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Autosomal Dominant Polycystic  
Kidney Disease  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Cancer  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Cosmetogenomics  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Cystic Fibrosis  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Down's Syndrome  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Duchenne and Becker Muscular  
Dystrophy  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Factor V (Leiden)  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Factor IX Deficiency  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Fragile X Syndrome  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Heart Disease  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Hemochromatosis  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Hemophilia  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Huntington's Disease  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;Maternal-Fetal Incompatibility  
\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;\$nbsp;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. The FBI

d. DNA Profile Data Banks

U.S.A.  
U.K.

e. Judicial Implementation

f. Major Crime Categories

g. Factors Contributing to the DNA Probe Market Expansion

Technology Availability  
Use of Hair as Evidence

h. 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

H. Competing/complementing

1. Monoclonal Antibodies/Immunoassays

2. RNA Probes

3. Two-Dimensional Electrophoresis  
4. Flow Cytometry

## **VII. FRANCE MOLECULAR DIAGNOSTICS MARKET**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

## **VIII. GERMANY MOLECULAR DIAGNOSTICS MARKET**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

## **IX. ITALY MOLECULAR DIAGNOSTICS MARKET**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

## **X. SPAIN MOLECULAR DIAGNOSTICS MARKET**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

## **XI. U.K. MOLECULAR DIAGNOSTICS MARKET**

- A. Executive Summary
- B. Business Environment

C. Market Structure

D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

## **XII. COMPETITIVE ASSESSMENTS**

Abbott

Affymetrix

Agilent Technologies

Applied Gene Technologies

Arca Biopharma

Beckman Coulter/Danaher

Becton Dickinson

Biokit

bioMerieux

Bio-Rad

Biotest

Cepheid

Decode Genetics

Diadexus

Eiken Chemical

Elitech Group

Enzo Biochem

Exact Sciences

Fujirebio

Grifols

Hologic

Illumina

LabCorp

Leica Biosystems

Li-Cor Biosciences

Myriad Genetics

Ortho-Clinical Diagnostics

PerkinElmer

Proteome Sciences

Qiagen

Roche

Scienion

Sequenom

Shimadzu  
Siemens Healthineers  
Sierra Molecular  
Takara Bio  
Tecan Group  
Thermo Fisher

### **XIII. APPENDIX: MAJOR UNIVERSITIES AND RESEARCH CENTERS DEVELOPING MOLECULAR DIAGNOSTIC TECHNOLOGIES**

## List Of Tables

### LIST OF TABLES

Major Companies Developing or Marketing AIDS Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Adenovirus Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Bartonella Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Campylobacter Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Candida Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Chlamydia Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Clostridium Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Coronavirus Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Cryptosporidium Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing CMV Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Echovirus Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Enterovirus Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing EBV Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Giardia Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Gonorrhoea Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Hantavirus Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Helicobacter Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Hepatitis Molecular Diagnostic and Other

Direct Identification Tests

Major Companies Developing or Marketing Herpes Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Influenza Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Legionella Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Lyme Disease Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Measles Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Meningitis Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Mononucleosis Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Mumps Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Mycoplasma Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Pneumonia Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing RSV Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Rotavirus Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Rubella Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Salmonella Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Septicemia Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Shigella Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Streptococci Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Syphilis Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Toxoplasmosis Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Trichomonas Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Tuberculosis Molecular Diagnostic and Other Direct Identification 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

France

Molecular Diagnostics Test Volume And Sales By Major Application

France

Laboratories Performing DNA Sequencing By Market Segment

France

Molecular Diagnostics Market

Potential Laboratory Universe by Market Segment

France

Molecular Diagnostics Test Volume By Major Application

France

Major Infectious Disease Test Volume by Assay

France

Major Infectious Disease Test Volume by Method

France

Molecular Diagnostics Market By Major Application

France

Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers

France

Major Infectious Disease Diagnostics Market by Assay

France

AIDS Testing Market Estimated Sales by Major Supplier

France

Adenovirus Testing Market Estimated Sales by Major Supplier

France

Chlamydia Testing Market Estimated Sales by Major Supplier

France

CMV Testing Market Estimated Sales by Major Supplier

France

Gonorrhea Testing Market Estimated Sales by Major Supplier

France

Hepatitis Testing Market Estimated Sales by Major Supplier

France

Hepatitis C Testing Market Estimated Sales by Major Supplier

France

HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier

France

Herpes Testing Market Estimated Sales by Major Supplier

France

Influenza Testing Market Estimated Sales by Major Supplier

France

Meningitis Testing Market Estimated Sales by Major Supplier

France

Mycoplasma Testing Market Estimated Sales by Major Supplier

France

RSV Testing Market Estimated Sales by Major Supplier

France

Shigella Testing Market Estimated Sales by Major Supplier

Germany

Molecular Diagnostics Test Volume And Sales By Major Application

Germany

Laboratories Performing DNA Sequencing By Market Segment

Germany

Molecular Diagnostics Market

Potential Laboratory Universe by Market Segment

Germany

Molecular Diagnostics Test Volume By Major Application

Germany

Major Infectious Disease Test Volume by Assay

Germany

Major Infectious Disease Test Volume by Method

Germany

Molecular Diagnostics Market By Major Application

Germany

Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers

Germany

Major Infectious Disease Diagnostics Market by Assay

Germany

AIDS Testing Market Estimated Sales by Major Supplier

Germany



CMV Testing Market Estimated Sales by Major Supplier  
Germany

EBV Testing Market Estimated Sales by Major Supplier  
Germany

Gonorrhoea Testing Market Estimated Sales by Major Supplier  
Germany

Hepatitis Testing Market Estimated Sales by Major Supplier  
Germany

Hepatitis C Testing Market Estimated Sales by Major Supplier  
Germany

HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier  
Germany

Herpes Testing Market Estimated Sales by Major Supplier  
Germany

Influenza Testing Market Estimated Sales by Major Supplier  
Germany

Meningitis Testing Market Estimated Sales by Major Supplier  
Germany

Mycoplasma Testing Market Estimated Sales by Major Supplier  
Germany

Pneumonia Testing Market Estimated Sales by Major Supplier  
Germany

RSV Testing Market Estimated Sales by Major Supplier  
Germany

Rotavirus Testing Market Estimated Sales by Major Supplier  
Italy

Molecular Diagnostics Test Volume And Sales By Major Application  
Italy

Laboratories Performing DNA Sequencing By Market Segment  
Italy

Molecular Diagnostics Market

Potential Laboratory Universe by Market Segment  
Italy

Molecular Diagnostics Test Volume By Major Application  
Italy

Major Infectious Disease Test Volume by Assay  
Italy

Major Infectious Disease Test Volume by Method  
Italy

Molecular Diagnostics Market By Major Application

Italy

Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers

Italy

Major Infectious Disease Diagnostics Market by Assay

Italy

AIDS Testing Market Estimated Sales by Major Supplier

Italy

CMV Testing Market Estimated Sales by Major Supplier

Italy

Gonorrhoea Testing Market Estimated Sales by Major Supplier

Italy

Hepatitis Testing Market Estimated Sales by Major Supplier

Italy

Hepatitis C Testing Market Estimated Sales by Major Supplier

Italy

HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier

Italy

Herpes Testing Market Estimated Sales by Major Supplier

Italy

Influenza Testing Market Estimated Sales by Major Supplier

Italy

Meningitis Testing Market Estimated Sales by Major Supplier

Italy

Mycoplasma Testing Market Estimated Sales by Major Supplier

Italy

RSV Testing Market Estimated Sales by Major Supplier

Spain

Molecular Diagnostics Test Volume And Sales By Major Application

Spain

Laboratories Performing DNA Sequencing By Market Segment

Spain

Molecular Diagnostics Market

Potential Laboratory Universe by Market Segment

Spain

Molecular Diagnostics Test Volume By Major Application

Spain

Major Infectious Disease Test Volume by Assay

Spain

Major Infectious Disease Test Volume by Method

Spain

Molecular Diagnostics Market By Major Application

Spain

Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers

Spain

Major Infectious Disease Diagnostics Market by Assay

Spain

AIDS Testing Market Estimated Sales by Major Supplier

Spain

Chlamydia Testing Market Estimated Sales by Major Supplier

Spain

CMV Testing Market Estimated Sales by Major Supplier

Spain

Gonorrhea Testing Market Estimated Sales by Major Supplier

Spain

Hepatitis Testing Market Estimated Sales by Major Supplier

Spain

Hepatitis C Testing Market Estimated Sales by Major Supplier

Spain

HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier

Spain

Herpes Testing Market Estimated Sales by Major Supplier

Spain

Influenza Testing Market Estimated Sales by Major Supplier

Spain

Meningitis Testing Market Estimated Sales by Major Supplier

Spain

Mycoplasma Testing Market Estimated Sales by Major Supplier

U.K.

Molecular Diagnostics Test Volume And Sales By Major Application

U.K.

Laboratories Performing DNA Sequencing By Market Segment

U.K.

Molecular Diagnostics Market

Potential Laboratory Universe by Market Segment

U.K.

Molecular Diagnostics Test Volume By Major Application

U.K.

Major Infectious Disease Test Volume by Assay

U.K.

Major Infectious Disease Test Volume by Method

U.K.

Molecular Diagnostics Market By Major Application

U.K.

Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers

U.K.

Major Infectious Disease Diagnostics Market by Assay

U.K.

AIDS Testing Market Estimated Sales by Major Supplier

U.K.

Gonorrhoea Testing Market Estimated Sales by Major Supplier

U.K.

Hepatitis Testing Market Estimated Sales by Major Supplier

U.K.

Hepatitis C Testing Market Estimated Sales by Major Supplier

U.K.

HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier

U.K.

Influenza Testing Market Estimated Sales by Major Supplier

U.K.

Mycoplasma Testing Market Estimated Sales by Major Supplier

U.K.

Pneumonia Testing Market Estimated Sales by Major Supplier

U.K.

Shigella Testing Market Estimated Sales by Major Supplier

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