

2020 Italy Infectious Disease Molecular Diagnostics Market for 100 Tests: Supplier Shares, Competitive Strategies, Volume and Sales Segment Forecasts, Innovative Technologies, Instrumentation Review

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Abstracts

The report is available by section, market segment, individual test, and can be custom-tailored to your specific information needs and budget.

This new study from VPGMarketResearch contains 610 pages, 26 tables, and is designed to help current suppliers and potential market entrants identify and evaluate emerging opportunities in the infectious disease molecular diagnostics market during the next five years.

Report Highlights

Business and technological trends in major markets

Five-year test volume and sales forecasts

Market shares of leading competitors

Feature comparison of major analyzers

Strategic profiles of leading market players and start-up firms developing innovative products

Specific product and business opportunities for instrument and consumable suppliers.

Rationale

The infectious disease molecular diagnostics market is one of the most rapidly growing segments 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 infectious disease 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.

Italian Market Overview

Laboratories performing DNA sequencing and molecular diagnostic testing for infectious diseases by market segment.

Five-year test volume and sales projections.

Market Segmentation Analysis

Sales and market shares of leading suppliers of infectious disease molecular diagnostic reagent kits and components.

Five-year test volume and sales projections for over 40 infectious disease molecular diagnostic assays.

A comprehensive analysis of the sequencing market by country and laboratory segment.

Detailed market segmentation analysis, including review of the market dynamics, trends, structure, size, growth and major suppliers.

Product/Technology Review

Comparison of leading infectious disease molecular diagnostic analyzers.

Extensive review of molecular diagnostic technologies, test formats, detection methodologies, trends in testing automation and over target/signal amplification methods.

Worldwide listings of companies, universities and research centers developing new molecular diagnostic technologies and products.

Competitive Assessments

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

Comprehensive listings of companies developing and marketing infectious disease molecular diagnostic products, by test and application.

Opportunities and Strategic Recommendations

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

Design criteria for new products.

Alternative market penetration strategies.

Potential market entry barriers and risks.

Business planning issues and concerns.

Contains 610 pages and 26 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
 - 1. Introduction
 - 2. Sequencing Methods
 - 3. Autoradiography
 - 4. The Human Genome Project
 - 5. Sequencing Automation
 - 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, 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
 - 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: HAV NAT, HBV NAT, HBs Ag, HCV, HCV NAT, Anti-HBc, Anti-HBs, Anti-HAV, Hepatitis Delta, HBc Ag, HBe Ag, ALT/SGPT
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
Yersina

H. Competing/complementing

1. Monoclonal Antibodies/Immunoassays
2. RNA Probes
3. Two-Dimensional Electrophoresis
4. Flow Cytometry

VII. 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

VIII. 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

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

Gonorrhea 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

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