

# **2020 Italy Molecular Genetic, Cancer, Forensic and Paternity Testing Market: Supplier Shares, Volume and Sales Segment Forecasts, Emerging Technologies, Competitive Analysis**

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## **Abstracts**

This new study from VPGMarketResearch contains 402 pages and 8 tables, and is designed to help current suppliers and potential market entrants identify and evaluate emerging opportunities for molecular diagnostic technologies and products in testing for genetic diseases, cancer, as well as forensic and paternity/HLA typing applications during the next five years.

### **Report Highlights**

Market shares of leading suppliers

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

Genetic Diseases, Cancer, Forensic and Paternity molecular diagnostic testing markets are among 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 these markets, 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.

## ItalyMarket Overview

Laboratories performing DNA sequencing and molecular diagnostic testing by country and market segment.

Five-year test volume and sales projections.

## Market Segmentation Analysis

Five-year test volume and sales projections:

Infectious Diseases

Forensic Testing

Cancer

Paternity Testing/HLA Typing

Genetic Diseases

Others

A comprehensive analysis of the sequencing market by laboratory segment.

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

### Product/Technology Review

Comparison of the major 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 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 402 pages and 8 tables

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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  
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Sierra Molecular  
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Tecan Group  
Thermo Fisher

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