

2021 Competing in the POC Diagnostic Testing Market: Supplier Shares and Strategies, Segment Volume and Sales Forecasts for 300 Tests, Emerging Technologies and Trends, Growth Opportunities

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Abstracts

This new 1,230-page report from LeadingMarketResearch.com contains 343 tables, and provides a comprehensive analysis of the 10 major POC market segments, including their dynamics, size, growth, regulatory requirements, technological trends, competitive landscape, and emerging opportunities for instrument and consumable suppliers. This report will help diagnostic product suppliers develop effective business, R&D and marketing strategies.

The report is available by section, and can be customized to specific information needs and budget.

Rationale

The growing economic pressures on hospitals, coupled with advances in diagnostic technologies, intensifying competition among suppliers and physicians, and changing consumer demands are shifting diagnostic testing from hospitals and commercial laboratories closer to the patient.

Market Segmentation Analysis

Review of the 10 major POC market segments, including their dynamics, trends, structure, size, growth and major suppliers.

Five-year test volume and reagent sales forecasts for over 300 chemistry,



immunodiagnostic, microbiology, hematology and coagulation procedures by market segment:

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Physician Offices/Group Practices

Emergency Rooms

Operating/Recovery Suites

ICUs/CCU

Cancer Clinics

Ambulatory Care Centers

Surgery Centers

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Flow Cytometry

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Current and Emerging Products

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Review of leading chemistry, immunoassay, hematology and coagulation analyzers, both currently marketed and those in development, including their operating characteristics, features and selling prices.

Technology Review

Emerging technologies and their applications for POC testing.

Comprehensive listings of companies developing or marketing POC diagnostic technologies and products, by test.

Competitive Assessments

Assessments of major suppliers and emerging market entrants, including their sales, product portfolios, marketing tactics, joint ventures, and new products in R&D.

Strategic Recommendations

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Design criteria for POC testing products.



Alternative business expansion strategies.

Potential market entry barriers and risks.

Methodology

This report is based on a combination of primary and secondary sources of information, including review of recent technical and business publications, manufacturer product literature, industry analyst reports, and LeadingMarketResearch.com's proprietary data files.

Contains 1,230 pages and 343 tables



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Instrument Sales Forecast by Market Segment

Germany, Physician Offices/Group Practices

Routine and Special Chemistry

Test Volume Forecast

Germany, Physician Offices/Group Practices

Endocrine Function Test Volume Forecast

Germany, Physician Offices/Group Practices

Coagulation Test Volume Forecast

Germany, Physician Offices Laboratories

Routine Hematology Test Volume Forecast

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