

# **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:

Home/Personal Testing

Physician Offices/Group Practices

Emergency Rooms

Operating/Recovery Suites

ICUs/CCU

Cancer Clinics

Ambulatory Care Centers

Surgery Centers

Nursing Homes

Birth Centers

and by test category:

Routine and Special Chemistry

Microbiology/Infectious Diseases

Hematology

Flow Cytometry

Coagulation&nbs

Immunoproteins

Drugs of Abuse

TDM

Endocrine Function

Tumor Markers

Sales and Market Share Analysis

Sales and market shares of major reagent and instrument suppliers.

Current and Emerging Products

Analysis of over 130 diagnostic procedures.

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

Specific opportunities for new POC instruments and reagent systems with potentially significant market appeal during the next five years.

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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