

2024 Austria Nucleic Acid Testing (NAT) Market Opportunities--Competitive Shares and Growth Strategies, 2023-2028 Volume and Sales Segment Forecasts for 100 Infectious, Genetic, Cancer, Forensic and Paternity Tests--Latest Technologies and Instrumentation Pipeline, Market Barriers and Risks

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Abstracts

This new report from LeadingMarketResearch.com is designed to help current suppliers and potential market entrants identify and evaluate emerging opportunities in the molecular diagnostics market during the next five years.

Highlights

Five-year test volume and sales forecasts

Feature comparison of major analyzers

Profiles of market players and start-up firms developing innovative technologies and products

Specific product and business opportunities for instrument and consumable suppliers.

Rationale

The 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 cost-effective and 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 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.

Market Segmentation Analysis

Sales and market shares of key suppliers of molecular diagnostic reagent kits and components in major markets.

Five-year test volume and sales forecasts for major applications, including:

- Infectious Diseases
- Forensic Testing
- Cancer
- Paternity Testing/HLA Typing
- Genetic Diseases
- Others

Five-year test volume and sales projections for over 30 NAT assays. A comprehensive analysis of the sequencing market, by country and laboratory segment, including:

- Industrial
- Academic
- Government
- Commercial

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

Product/Technology Review

Comparison of leading molecular diagnostic analyzers.

Review of molecular diagnostic technologies, test formats, detection methodologies, trends in testing automation and over 30 target/signal amplification methods, including:

PCR %li%bDNA

SDA %li%NASBA

TMA %li%SSSR, and others

LCR

Companies, universities and research centers developing new molecular diagnostic technologies and products.

Competitive Assessments

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

Opportunities and Strategic Recommendations

New product development opportunities with potentially significant market appeal

Alternative market penetration strategies.

Potential market entry barriers and risks.

Business planning issues and concerns.

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. 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

Table of Contents (continued)

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

2. NON-ISOTOPIC METHODS

D. Instrumentation

Review of latest analyzers from Abbott, Beckm an Coulter/Danaher, Becton Dickinson, bioMerieux,

Bio-Rad, Cepheid, Hologic, Qiagen, Roche, Siemens Healthineers, and others.

E. Biochips: Genosensors, Microarrays, 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

- Adenovirus

- Aeromonads

- Anthrax/Bacillus Anthracis

- Arboviruses

- Babesiosis

- Bacillary Epithelioid Angiomatosis (BEA), other Bartonella (Rochalimaea)

- Blastocystis Hominis

- Brucella

- Campylobacter

- Candida

- Chagas Disease

Table of Contents (continued)

- 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
- Herpes Simplex Virus
- Human Herpes Virus-6 (HHV-6)
- Influenza Viruses
- Legionella
- Lyme Disease
- Lymphogranuloma Venereum (LGV)
- Malaria
- Measles (Rubeo la)
- 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

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