

# 2024 Australia Nucleic Acid Testing (NAT) Market for 100 Assays: Supplier Shares and Strategies, Country Volume and Sales Segment Forecasts-Infectious and Genetic Diseases, Cancer, Forensic and Paternity Testing

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

### 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

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.

### 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

bDNA

SDA

NASBA

TMA

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 during the next five years.

Alternative market penetration strategies.

Potential market entry barriers and risks.

Business planning issues and concerns.

Contains 1,120 pages and 48 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. 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
2. Non-Isotopic Methods

D. Instrumentation

Review of latest analyzers from Abbott, Beckman Coulter/Danaher, Becton Dickinson, bioMerieux, Bio-Rad, Cepheid, Hologic, Qiagen, Roche, ?†?Siemens Healthineers, and others.

E. Biochips: Genosensors, Microarrays, and Labs-on-the-Chip

F. Pharmacogenomics

G. Major Applications

1. 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

## 2. Cancer Testing

a. Overview

b. Major Cancer Types

Prostate

Lung

Colon and Rectum

Breast

Skin

Uterine

Leukemia

Oral

c. Oncogenes

The report provides review of both current and emerging oncogenes, including: Abl/abl-bcr

AIB1

BCL-2

BRCA1

CD44

C-fos

C-myb

C-myc

CYP17

Erb-B

HPC1

N-myc

P40

P51

P53

PIK3CA

PTI-1

Ras

Reg

Sis

Src

### 3. Genetic Diseases

a. Overview

b. Nucleic Acid Amplification

c. Chromosome Imaging

d. Genomics Technologies

e. Proteomics Technologies

f. Current Pharmacogenomic Tests

g. Future Pharmacogenomic Testing

h. Major Diseases

Achondroplasia

Autosomal Dominant Polycystic Kidney Disease

Cancer

Cosmetogenomics

Cystic Fibrosis

Down's Syndrome

Duchenne and Becker Muscular Dystrophy

Factor V (Leiden)

Factor IX Deficiency

Fragile X Syndrome

Heart Disease

Hemochromatosis

Hemophilia

Huntington's Disease

Maternal-Fetal Incompatibility

Multiple Endocrine Neoplasia

Phenylketonuria (PKU)

Polycystic Kidney Disease (PKD)

Prenatal Screening



Retinitis Pigmentosa

Retinoblastoma

Sickle Cell Anemia

Spinal Muscular Atrophy

Vitamin B12 Metabolism

i. Social Issues and Concerns

4. Forensic Testing

a. Overview

b. Multilocus and Single Locus Probes

c. The FBI

d. DNA Profile Data Banks

e. Judicial Implementation

f. Major Crime Categories

g. Factors Contributing to the DNA Probe Market Expansion

h. Wildlife Forensics

5. Paternity Testing/HLA Typing

6. Other Applications

a. Disease Susceptibility Testing

b. Cardiovascular Diseases

c. Diabetes

d. Alzheimer's Disease

e. Periodontal Disease

f. Plasma Purification

g. Organ Transplantation

h. Water Contamination

i. Other

H. Competing/Complementing Technologies

1. Monoclonal Antibodies/Immunoassays

2. RNA Probes

3. Two-Dimensional Electrophoresis

4. Flow Cytometry

## **I. MOLECULAR DIAGNOSTICS MARKET**

J. Competitive Assessments

The report provides strategic assessments of over 40 leading molecular diagnostics market players and start-up companies with innovative technologies and products, including: Abbott, Agilent Technologies, Beckman Coulter/Danaher, Becton Dickinson, bioMerieux, Bio-Rad, Cepheid, DiaSorin, Eiken Chemical, Enzo, Fujirebio, Grifols,

Hologic, Illumina, LabCorp/Sequenom, Leica Biosystems, Myriad Genetics, OrthoClinical Diagnostics, Qiagen, Quest Diagnostics, Quidel, Roche, Shimadzu, Siemens Healthineers, Sierra Molecular, Takara Bio, Tecan Group, Thermo Fisher, Wako and others.

## List Of Tables

### LIST OF TABLES

Molecular Diagnostics Test Volume and Sales Forecasts by Major Application  
Molecular Diagnostics Test Volume by Major Application  
Major Infectious Disease Test Volume by Assay  
Major Infectious Disease Test Volume by Method  
Molecular Diagnostics Market by Major Application  
Major Infectious Disease Diagnostics Market by Assay  
Major Companies Developing or Marketing Salmonella Molecular Diagnostic Tests  
Major Companies Developing or Marketing AIDS Molecular Diagnostic Tests  
Major Companies Developing or Marketing Adenovirus Molecular Diagnostic Tests  
Major Companies Developing or Marketing Bartonella Molecular Diagnostic Tests  
Major Companies Developing or Marketing Campylobacter Molecular Diagnostic Tests  
Major Companies Developing or Marketing Candida Molecular Diagnostic Tests  
Major Companies Developing or Marketing Chlamydia Molecular Diagnostic Tests  
Major Companies Developing or Marketing Clostridium Molecular Diagnostic Tests  
Major Companies Developing or Marketing Coronavirus Molecular Diagnostic Tests  
Major Companies Developing or Marketing Cryptosporidium Molecular Diagnostic Tests  
Major Companies Developing or Marketing CMV Molecular Diagnostic Tests  
Major Companies Developing or Marketing Echovirus Molecular Diagnostic tests  
Major Companies Developing or Marketing Enterovirus Molecular Diagnostic tests  
Major Companies Developing or Marketing EBV Molecular Diagnostic Tests  
Major Companies Developing or Marketing Giardia Molecular Diagnostic Tests  
Major Companies Developing or Marketing Gonorrhoea Molecular Diagnostic Tests  
Major Companies Developing or Marketing Hantavirus Molecular Diagnostic Tests  
Major Companies Developing or Marketing Helicobacter Molecular Diagnostic Tests  
Major Companies Developing or Marketing Hepatitis Molecular Diagnostic Tests  
Major Companies Developing or Marketing Herpes Molecular Diagnostic Tests  
Major Companies Developing or Marketing Influenza Molecular Diagnostic Tests  
Major Companies Developing or Marketing Legionella Molecular Diagnostic Tests  
Major Companies Developing or Marketing Lyme Disease Molecular Diagnostic Tests  
Major Companies Developing or Marketing Measles Molecular Diagnostic Tests  
Major Companies Developing or Marketing Meningitis Molecular Diagnostic Tests  
Major Companies Developing or Marketing Mononucleosis Molecular Diagnostic Tests  
Major Companies Developing or Marketing Mumps Molecular Diagnostic Tests  
Major Companies Developing or Marketing Mycoplasma Molecular Diagnostic Tests  
Major Companies Developing or Marketing Pneumonia Molecular Diagnostic Tests

Major Companies Developing or Marketing RSV Molecular Diagnostic Tests  
Major Companies Developing or Marketing Rotavirus Molecular Diagnostic Tests  
Major Companies Developing or Marketing Rubella Molecular Diagnostic Tests  
Major Companies Developing or Marketing Septicemia Molecular Diagnostic Tests  
Major Companies Developing or Marketing Shigella Molecular Diagnostic Tests  
Major Companies Developing or Marketing Streptococci Molecular Diagnostic Tests  
Major Companies Developing or Marketing Syphilis Molecular Diagnostic Tests  
Major Companies Developing or Marketing Toxoplasmosis Molecular Diagnostic Tests  
Major Companies Developing or Marketing Trichomonas Molecular Diagnostic Tests  
Major Companies Developing or Marketing Tuberculosis Molecular Diagnostic Tests  
Oncogenes Potential Application in Cancer Diagnosis  
Major Companies Developing or Marketing Cancer Molecular Diagnostic Tests  
Major Companies Developing or Marketing Molecular Diagnostic Tests For Genetic Diseases

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