

# Blood Banking in Europe: Market Segment Forecasts and Supplier Shares

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## Abstracts

This unique report provides information not available from any other published source, including volume, sales, and leading supplier shares by test.

This comprehensive five-country report is designed to help current suppliers and potential market entrants identify and evaluate emerging opportunities in the European blood banking market during the next five years, and to assist industry executives in developing effective business, new product development and marketing strategies.

The report explores future marketing and technological trends in France, Germany, Italy, Spain and the UK; provides estimates of the test volume, instrument placements and sales; compares features of major automated and semi-automated analyzers; profiles leading and emerging competitors; and identifies specific product and market opportunities facing suppliers during the next five years.

During the next five years, the blood banking market will undergo significant transformation, which will result from the convergence of several trends, including more stringent regulations; advances in diagnostic technologies, IT, system engineering and automation; and intensifying competition. Some segments will start resembling commodity markets, where product positioning and differentiation are more critical than underlying technology.

The changes in the marketplace will create exciting opportunities for new instruments and reagent systems, as well as auxiliary products, such as specimen preparation devices, controls, calibrators, and innovative IT applications.

Contains 600 pages and 170 tables

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