

# The 2012 Blood Banking Market: New Product Development Opportunities, Market Penetration Strategies, Entry Barriers and Risks

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# **Abstracts**

The report identifies the major opportunities for blood banking instruments, consumables, and auxiliary products; proposes "ideal" product models with tentative prices and operating characteristics; and suggests alternative market penetration strategies for suppliers.

Contains 15 pages



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#### MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES

- A. Blood Typing and Grouping
- B. Infectious Disease Screening
- C. Auxiliary

### ALTERNATIVE MARKET PENETRATION STRATEGIES

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts

#### 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



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