

# Competing in the European Hematology and Flow Cytometry Markets: France, Germany, Italy, Spain, UK

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## Abstracts

Complete report \$19,700. DataPack (test volumes, sales forecasts, supplier shares) \$12,800.

This new 450-page five-country study from Venture Planning Group presents test volume forecasts, instrument placements and installed base by manufacturer and model, as well as sales and market shares of leading instrument and reagents suppliers. For each country the report provides:

- Specimen forecasts by market segment

- Test volume forecasts by assay and market segment

- Reagent and instrument sales forecasts by market segment

- Instrument placements and installed base by manufacturer and model

- Sales and market shares of reagent and instrument suppliers

This report will help current suppliers and potential market entrants identify and evaluate emerging opportunities in the hematology and flow cytometry markets during the next five years. The report explores future marketing and technological trends in major European countries (France, Germany, Italy, Spain, UK); provides market share estimates, test volume forecasts, and instrument placements; compares features of leading analyzers; profiles top competitors and emerging market entrants; and suggests specific product and marketing opportunities for instrument and reagent suppliers.

During the next five years, the advances in molecular diagnostics, monoclonal antibodies, lasers and IT, as well as growing understanding of immunological forces regulating systemic diseases, will have a profound impact on the hematology and flow cytometry markets worldwide. New molecular diagnostic and monoclonal antibody tests will facilitate existing procedures and provide basis for sensitive, specific and simple assays. The introduction of smaller and easy-to-operate laser systems will expand applications of flow cytometry to routine clinical laboratories. Further advances in IT will reduce the cost of instrument manufacture, service warranty, and permit development of innovative advanced features. Presently tedious analyses of chromosomal abnormalities, DNA content, and lymphocyte subsets will become more automated and routine.

Contains 450 pages and 190 tables

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