

# Competing in the US Clinical Chemistry and Immunodiagnostic Markets

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## Abstracts

This new 600-page report from Venture Planning Group contains 120 tables, and presents a comprehensive analysis of the US clinical chemistry and immunodiagnostic markets, including:

Major issues pertaining to the US clinical chemistry and immunodiagnostic laboratory practice, as well as key economic, regulatory, demographic, social and technological trends with significant market impact during the next five years.

Five-year volume and sales forecasts for over 100 clinical chemistry, TDM, endocrine, cancer, immunoprotein and abused drug assays performed in US hospitals, commercial laboratories, and physician offices, including controls, calibrators and consumables.

Five-year volume forecasts for serum, whole blood, plasma, CFS, urine and other specimens.

Five-year reagent and instrument sales forecasts.

Review of current instrumentation technologies, and a feature comparison of 50 high-, medium-, and low-volume/POC analyzers.

Sales and market shares of leading reagent and instrument suppliers.

Review of current and emerging technologies and their potential market applications.

Product development opportunities for clinical chemistry and immunodiagnostic instruments and consumables.

Profiles of 25 current and emerging suppliers, including their sales, market shares, product portfolios, marketing tactics, technological know-how, new products in R&D, collaborative arrangements and business strategies.

Market penetration strategies, entry barriers and risks.

Contains 600 pages and 120 tables

## Contents

### INTRODUCTION

### WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW

#### A. Major Routine Chemistry Tests

1. Albumin
2. Alkaline Phosphatase
3. ALT/SGPT
4. Ammonia
5. Amylase
6. AST/SGOT
7. Bilirubin, Total
8. Blood Gases
9. Blood Urea Nitrogen (BUN)
10. Calcium
11. Cardio CRP
12. Cholesterol
13. Cholinesterase
14. CRP
15. Creatinine
16. Electrolytes
  - a. Carbon Dioxide/Bicarbonate
  - b. Chloride
  - c. Potassium
  - d. Sodium
17. Ferritin
18. Fructosamine
19. Gamma-Glutamyl Transpeptidase (GGT)
20. Glucose
21. High Density Lipoprotein (HDL)
22. Homocysteine
23. Iron
24. Lactate Dehydrogenase (LDH)
25. Magnesium
26. Phosphorus
27. Protein
28. Triglycerides

29. Uric Acid

30. Troponin

#### B. Therapeutic Drug Monitoring (TDM)

1. Overview

2. Carbamazepine

3. Cyclosporin

4. Digoxin

5. Everolimus

6. Gentamicin

7. Lamotrigine/Lamictal

8. Levetiracetam

9. Lidocaine

10. Lithium

11. NAPA/Procainamide

12. Phenytoin

13. Quinidine

14. Sirolimus

15. Tacrolimus

16. Theophylline

17. Topirimate

18. Valproic Acid

#### C. Endocrine Function Tests

1. Cortisol

2. Follicle-Stimulating Hormone (FSH)

3. Gastrin

4. Growth Hormone/IGF-1

5. Human Chorionic Gonadotropin (HCG)

6. LH

7. PTH/IO PTH

8. Prolactin

9. T3

10. T3 Free

11. T3 Uptake

12. T4 (Thyroxine)

13. T4 Free

14. TBG

15. Thyroglobulin Ab

16. TPO Ab

17. TSH

#### D. Tumor Markers And Special Chemistry Tests

1. AFP
2. CA 15-3
3. CA 19-9
4. CA 27-29
5. Carcinoembryonic Antigen (CEA)
6. Folate/Folic Acid
7. HCG
8. 25-Hydroxy Vitamin D2 and D3
9. Occult Blood
10. Prostate-Specific Antigen (PSA)
11. Thyroglobulin
12. Vitamin B-12

#### E. Immunoprotein Tests

1. Complement
  - a. C3
  - b. C4
2. Free Light Chains
3. Immunofixation
4. Immunoglobulins (IgA, IgE, IgG, IgM)
5. Haptoglobin
6. Prealbumin
7. Protein Electrophoresis

#### F. Drugs of Abuse

1. Overview
2. Test Methodologies
3. Amphetamines
4. Barbiturates
5. Benzodiazepines
6. Cannabinoids/Marijuana
7. Cocaine
8. Lysergic Acid Diethylamide (LSD)
9. Methadone
10. Methaqualone
11. Opiates
12. Phencyclidine
13. Tricyclic Antidepressants

#### G. Instrumentation Review: Operating Characteristics and Features of High-, Medium-, and Low- Volume/POC Analyzers Manufactured By:

Abaxis  
Abbott  
Alere/Inverness  
Alfa Wassermann  
AMS  
Awareness Technologies  
Beckman Coulter/Olympus  
Binding Site  
bioMerieux  
Carolina Chemistries  
DiaSorin  
Grifols  
Horiba  
Medica  
Nova Biomedical  
Ortho-Clinical Diagnostics  
Polymedco  
Randox  
Roche  
Siemens  
Tosoh  
Vital Diagnostics

#### H. Major In Vitro Diagnostic Technologies And Their Potential Applications

1. Monoclonal and Polyclonal Antibodies
2. Immunoassays
  - a. Technological Principle
  - d. Chemiluminescence
  - c. Enzyme Immunoassays (EIA)
    - Overview
    - ELISA
    - EMIT
    - Electrochemical
  - d. Radioimmunoassays (RIA)
  - e. Immunoprecipitation
  - f. Affinity Chromatography
3. Tandem Mass Spec
4. IT and Automation
5. Dry Chemistry
6. Biosensors

## **U.S.A.**

### **A. Executive Summary**

### **B. Business Environment**

1. Health Care Expenditures
2. Cost Consciousness
3. Industry Consolidation
4. Managed Care
5. Hospitals
6. Admissions
7. Length of Stay
8. Industry Diversification
9. Physician Demographics
10. Population Aging
  - a. Chronic Illness
  - b. Disease Incidence
  - c. Susceptibility to Iatrogenesis
  - d. Multiple Illness Cases
11. Laboratory Regulations

### **C. Market Structure**

1. Centralized Testing
  - a. Hospitals
  - b. Commercial/Private Laboratories
2. Decentralized Testing
  - a. Physician Offices/Group Practices
  - b. Point-of-Care Testing
  - c. Home/Self Testing
  - d. Other Decentralized Testing Locations

### **D. Market Size, Growth and Major Suppliers' Instrument and Reagent Sales and Market Shares**

## **MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES**

## **DESIGN CRITERIA FOR DECENTRALIZED TESTING PRODUCTS**

## **ALTERNATIVE MARKET PENETRATION STRATEGIES**

### **A. Internal Development**

- B. Collaborative Arrangements
- C. University Contracts
- D. Distribution Strategies for Decentralized Testing Markets
  - 1. Marketing Approaches
  - 2. Product Complexity
  - 3. Customer Preference
  - 4. Established Suppliers
  - 5. Emerging Suppliers
  - 6. Major Types of Distributors
  - 7. Market Segmentation

## **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

## **COMPETITIVE ASSESSMENTS**

Abbott Laboratories  
AdnaGen  
Beckman Coulter/Danaher  
Biomedical Diagnostics  
BioMerieux  
Bio-Rad  
Dako  
DiaSorin  
Eiken  
Fujirebio  
Instrumentation Laboratory  
Kyowa Medex  
Matritech  
Ortho-Clinical Diagnostics  
Roche  
Siemens



Sysmex  
Thermo Fisher  
Tosoh  
Wako  
Wallac/PE

## List Of Tables

### LIST OF TABLES

Major Companies Developing or Marketing Albumin Tests  
Major Companies Developing or Marketing Alkaline Phosphatase Tests  
Major Companies Developing or Marketing ALT/SGPT Tests  
Major Companies Developing or Marketing Amylase Tests  
Major Companies Developing or Marketing AST/SGOT Tests  
Major Companies Developing or Marketing Bilirubin Tests  
Major Companies Developing or Marketing Blood Gas Analyzers  
Major Companies Developing or Marketing BUN Tests  
Major Companies Developing or Marketing Calcium Tests  
Major Companies Developing or Marketing Cholesterol Tests  
Major Companies Developing or Marketing Creatinine Tests  
Major Companies Developing or Marketing Electrolyte Tests  
Major Companies Developing or Marketing GGT Tests  
Major Companies Developing or Marketing Glucose Tests  
Major Companies Developing or Marketing HDL Tests  
Major Companies Developing or Marketing Iron Tests  
Major Companies Developing or Marketing LDH Tests  
Major Companies Developing or Marketing Magnesium Tests  
Major Companies Developing or Marketing Phosphorus Tests  
Major Companies Developing or Marketing Protein Tests  
Major Companies Developing or Marketing Triglycerides Tests  
Major Companies Developing or Marketing Uric Acid Tests  
Major Companies Developing or Marketing TDM Tests  
Major Companies Developing or Marketing Digoxin Tests  
Major Companies Developing or Marketing Lithium Tests  
Major Companies Developing or Marketing Phenytoin/Dilantin Tests  
Major Companies Developing or Marketing Theophylline Tests  
Major Companies Developing or Marketing Valproic Acid Tests  
Major Companies Developing or Marketing FSH Tests  
Major Companies Developing or Marketing HCG Tests  
Major Companies Developing or Marketing LH Tests  
Major Companies Developing or Marketing Prolactin Tests  
Major Companies Developing or Marketing T3 Tests  
Major Companies Developing or Marketing T4 Tests  
Major Companies Developing or Marketing TSH Tests

Major Companies Developing or Marketing AFP Tests  
Major Companies Developing or Marketing CEA Tests  
Major Companies Developing or Marketing Ferritin Tests  
Major Companies Developing or Marketing Occult Blood Tests  
Major Companies Developing or Marketing Prostatic Acid Phosphatase Tests  
Major Companies Developing or Marketing PSA Tests  
Major Companies Developing or Marketing Vitamin B-12/Folate Tests  
Major Companies Developing or Marketing CRP Tests  
Major Companies Developing or Marketing Drugs of Abuse Tests  
Major Companies Developing or Marketing Biosensors for Immunological Testing  
Executive Summary Table: U.S.A., Clinical Chemistry and Immunoassay Test Volume and Diagnostics Sales Forecast By Test Category  
U.S.A., Laboratories Performing Chemistry and Immunoassay Testing By Market Segment  
U.S.A., Hospital Laboratories Performing Chemistry and Immunoassay Tests By Bed Size  
U.S.A., Commercial/Private Laboratories Performing Chemistry and Immunoassay Tests By Annual Test Volume  
U.S.A., Total Chemistry and Immunoassay Specimen Volume Forecast  
U.S.A., All Market Segments, Specimen Volume Forecast By Test Category  
U.S.A., Total Clinical Chemistry and Immunoassay Test Volume Forecast By Test Category  
U.S.A., Routine Chemistry Test Volume Forecast By Market Segment  
U.S.A., TDM Test Volume Forecast By Market Segment  
U.S.A., Endocrine Function Test Volume Forecast By Market Segment  
U.S.A., Drugs of Abuse Test Volume Forecast By Market Segment  
U.S.A., Tumor Markers and Special Chemistry Test Volume Forecast By Market Segment  
U.S.A., Immunoprotein Test Volume Forecast By Market Segment  
U.S.A., All Market Segments, Profiles, Panels and Individual Tests Forecast  
U.S.A., Hospital Laboratories, Profiles, Panels and Individual Tests Forecast  
U.S.A., Commercial/Private Laboratories, Profiles, Panels and Individual Tests Forecast  
U.S.A., Physician Offices/Group Practices, Profiles, Panels and Individual Tests Forecast  
U.S.A., All Market Segments, Routine Chemistry Test Volume Forecast by Assay  
U.S.A., Hospital Laboratories, Routine Chemistry Test Volume Forecast by Assay  
U.S.A., Commercial/Private Laboratories, Routine Chemistry Test Volume Forecast by Assay  
U.S.A., Physician Offices/Group Practices, Routine Chemistry Test Volume Forecast by

## Assay

U.S.A., All Market Segments, TDM Test Volume Forecast by Assay

U.S.A., Hospital Laboratories, TDM Test Volume Forecast by Assay

U.S.A., Commercial/Private Laboratories, TDM Test Volume Forecast by Assay

U.S.A., Physician Offices/Group Practices, TDM Test Volume Forecast by Assay

U.S.A., All Market Segments, Endocrine Function Test Volume Forecast by Assay

U.S.A., Hospital Laboratories, Endocrine Function Test Volume Forecast by Assay

U.S.A., Commercial/Private Laboratories, Endocrine Function Test Volume Forecast by Assay

U.S.A., Physician Offices/Group Practices, Endocrine Function Test Volume Forecast by Assay

U.S.A., All Market Segments, Drugs of Abuse Test Volume Forecast by Assay

U.S.A., Hospital Laboratories, Drugs of Abuse Test Volume Forecast by Assay

U.S.A., Commercial/Private Laboratories, Drugs of Abuse Test Volume Forecast by Assay

U.S.A., Physician Offices/Group Practices, Drugs of Abuse Test Volume Forecast by Assay

U.S.A., All Market Segments, Tumor Markers and Special Chemistry Test Volume Forecast by Assay

U.S.A., Hospital Laboratories, Tumor Markers and Special Chemistry Test Volume Forecast by Assay

U.S.A., Commercial/Private Laboratories, Tumor Markers and Special Chemistry Test Volume Forecast by Assay

U.S.A., Physician Offices/Group Practices, Tumor Markers and Special Chemistry Test Volume Forecast by Assay

U.S.A., All Market Segments, Immunoprotein Test Volume Forecast by Assay

U.S.A., Hospital Laboratories, Immunoprotein Test Volume Forecast by Assay

U.S.A., Commercial/Private Laboratories, Immunoprotein Test Volume Forecast by Assay

U.S.A., Physician Offices/Group Practices, Immunoprotein Test Volume Forecast by Assay

U.S.A., Total Clinical Chemistry and Immunoassay Reagent Market Forecast By Test Category

U.S.A., Clinical Chemistry and Immunoassay Calibrator and Control Market Forecast By Test Category

U.S.A., Routine Chemistry Reagent Market Forecast By Market Segment

U.S.A., TDM Reagent Market Forecast By Market Segment

U.S.A., Drugs of Abuse Reagent Market Forecast By Market Segment

U.S.A., Tumor Markers and Special Chemistry Reagent Market Forecast By Market

## Segment

U.S.A., Endocrine Function Reagent Market Forecast By Market Segment

U.S.A., All Market Segments, Routine Chemistry Reagent Market Forecast by Assay

U.S.A., Hospital Laboratories, Routine Chemistry Reagent Market Forecast by Assay

U.S.A., Commercial/Private Laboratories, Routine Chemistry Reagent Market Forecast by Assay

U.S.A., Physician Offices/Group Practices, Routine Chemistry Reagent Market Forecast by Assay

U.S.A., All Market Segments, TDM Reagent Market Forecast by Assay

U.S.A., Hospital Laboratories, TDM Reagent Market Forecast by Assay

U.S.A., Commercial/Private Laboratories, TDM Reagent Market Forecast by Assay

U.S.A., Physician Office/Group Practices, TDM Reagent Market Forecast by Assay

U.S.A., All Market Segments, Drugs of Abuse Reagent Market Forecast by Assay

U.S.A., Hospital Laboratories, Drugs of Abuse Reagent Market Forecast by Assay

U.S.A., Commercial/Private Laboratories, Drugs of Abuse Reagent Market Forecast by Assay

U.S.A., Physician Offices/Group Practices, Drugs of Abuse Reagent Market Forecast by Assay

U.S.A., All Market Segments, Endocrine Function Reagent Market Forecast by Assay

U.S.A., Hospital Laboratories, Endocrine Function Reagent Market Forecast by Assay

U.S.A., Commercial/Private Laboratories, Endocrine Function Reagent Market Forecast by Assay

U.S.A., Physician Offices/Group Practices, Endocrine Function Reagent Market Forecast by Assay

U.S.A., All Market Segments, Tumor Markers and Special Chemistry Reagent Market Forecast by Assay

U.S.A., Hospital Laboratories, Tumor Markers and Special Chemistry Reagent Market Forecast by Assay

U.S.A., Commercial/Private Laboratories, Tumor Markers and Special Chemistry Reagent Market Forecast by Assay

U.S.A., Physician Offices/Group Practices, Tumor Markers and Special Chemistry Reagent Market Forecast by Assay

U.S.A., All Market Segments, Immunoprotein Reagent Market Forecast

U.S.A., Hospital Laboratories, Immunoprotein Reagent Market Forecast Immunoprotein

U.S.A., Commercial/Private Laboratories, Immunoprotein Reagent Market Forecast

U.S.A., Physician Offices/Group Practices, Immunoprotein Reagent Market Forecast by Assay

U.S.A., Major Suppliers of Clinical Chemistry Reagents, Estimated Sales and Market Shares

U.S.A., Major Suppliers of Clinical Chemistry Analyzers, Estimated Instrument Sales and Market Shares

U.S.A., Major Suppliers of Clinical Chemistry Diagnostics Products, Estimated Sales and Market Shares

U.S.A., Major Suppliers of Immunoassay Reagents, Estimated Sales and Market Shares

U.S.A., Major Suppliers of Immunoassay Analyzers, Estimated Instrument Sales and Market Shares

U.S.A., Major Suppliers of Immunoassay Diagnostics Products, Estimated Sales And Market Shares

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