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European Blood Typing, Grouping and Infectious Disease Screening Market 2013: France, Germany, Italy, Spain, UK-- Sales Forecasts, Supplier Shares, Competitive Strategies

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Abstracts

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 assist industry executives in developing effective business, new product development and marketing strategies.

The report explores future marketing and technological trends in Europe; provides test volume and sales forecasts by market segment/test location; 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.

Blood Typing and Grouping Tests

ABO, Antibody Panels, Antibody Screening/Indirect Antiglobulin, Antigen Typing (C, c, Duffy, E, e, I, i, Kell, Kidd, Le a, b, MN, P, S, s), Antiglobulin (Direct, C3 + IgG, IgG, C3), Crossmatching (Immediate Spin, Full Crossmatch), Rh (D, Du).

Infectious Disease Screening Tests

AIDS (HIV NAT, HIV-1/2), Cytomegalovirus, Hepatitis (HAV NAT, HBV NAT, HBs Ag, Anti-HBc, HCV NAT, HCV, ALT/SGPT), HTLV-I/II, Parvovirus B19 NAT, Syphilis, West Nile Virus NAT

Sales and Market Share Analysis

Sales and market share estimates for leading suppliers of blood banking products by country and individual product.

Geographic Regions

- France
- Germany
- Italy
- Spain
- UK

Competitive Assessments

Strategic assessments of major suppliers and emerging market entrants, including their sales, product portfolios, marketing tactics, and new products in R&D.

Market Segmentation Analysis

- Comprehensive market segmentation analysis, including review of the market dynamics, trends, structure, size, growth, and key suppliers, by country.

- Test volume and sales forecasts for over 40 blood typing, grouping and infectious disease screening tests, including NAT, by country and market segment:

- Blood Centers
- Hospitals
- Commercial/Private Laboratories

Current and Emerging Products

- Analysis of current and emerging blood typing, grouping and infectious disease screening tests.

- Review of automated and semi-automated analyzers.

Technology Review

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- Assessment of current and emerging technologies, and their potential applications for the blood banking market.

- Comprehensive lists of companies developing or marketing new technologies and products, by test.

Strategic Recommendations

- New product development
opportunities with significant market appeal.

- Alternative market penetration strategies.

- Potential market entry barriers and risks.

Contains 600 pages and 170 tables

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