

2013 European Coagulation Testing Market: France, Germany, Italy, Spain, UK Emerging Opportunities and Business Expansion Strategies

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Abstracts

This unique 500-page report from Venture Planning Group provides information not available from any other published source, including test and sales forecasts by market segment, as well as major reagent and instrument suppliers sales and market shares.

This comprehensive five-country report is designed to help current suppliers and potential market entrants identify and evaluate major business opportunities emerging in the coagulation market during the next five years. The report explores business and technological trends in five major European countries (France, Germany, Italy, Spain, UK); provides estimates of the test volume, as well as sales and market shares of leading competitors; compares features of major analyzers; profiles leading market players; and identifies specific product and business opportunities facing instrument and consumable suppliers during the next five years.

The growing cost-containment pressures in major industrialized nations, coupled with continued technological advances in chromagenic substrates, monoclonal antibodies, immunoassays, molecular diagnostics, computers and laboratory automation will radically change the coagulation testing practice during the next five years. New specific and sensitive markers of hemostasis will be increasingly used on automated instrumentation. Coagulation testing will also become more standardized, offering opportunities for quality control products and services. Moreover, continuing contraction of the hospital system and technological advances will facilitate decentralization of the coagulation testing closer to the patient, thus creating additional opportunities and challenges for suppliers.

Contains 500 pages and 120 tables



Contents

INTRODUCTION

WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW

- A. Major Routine and Special Coagulation Tests
 - 1. Introduction
 - 2. Activated Partial Thromboplastin Time (APTT)
 - 3. Alpha-2 Antiplasmin
 - 4. Antithrombin III
 - 5. Bleeding Time
 - 6. D-Dimer
 - 7. Ethanol Flocculation Test
 - 8. Euglobulin Lysis
 - 9. Factor Assays
 - a. Introduction
 - b. Factor II
 - c. Factor V/Factor V Leiden
 - d. Factor VII
 - e. Factor VIII
 - f. Factor IX
 - g. Factor IXa
 - h. Factor X (Stuart Factor)
 - i. Factor Xa
 - j. Factor XI
 - k. Factor XII
 - I. Factor XIII
 - 10. Fibrin Degradation Products
 - 11. Fibrinogen
 - 12. Heparin
 - 13. Hirudin
 - 14. Hypercoagulability and Thrombosis
 - 15. Lipoprotein
 - 16. Plasmin
 - 17. Plasminogen
 - 18. Plasminogen Activator Inhibitor (PAI)
 - 19. Platelet Function Tests
 - 20. Platelet Aggregation



21. Proteins C and S 22. Prothrombin Fragment 1.2 23. Prothrombin Time (PT) 24. Reptilase Time 25. Thrombin Time 26. Tissue-Type Plasminogen Activator (t-PA) 27. Von Willebrand's Factor **B.** Instrumentation Review Introduction Benk Hemolab Benk TRT Thrombotimer Bio/Data MCA 310 Bio/Data MCA 210 Bio/Data PAP-4C D/4D/4C Cardiovascular Diagnostics COAG **Diagnostica Stago STA Compact Diagnostica Stago STA-R** Diagnostica Stago Star 4/8 Helena Laboratories Cascade 480 Helena Laboratories Cascade M Helena Laboratories PACKS-4 Helena THOR Instrumentation Laboratory ACL 10 and 100 series Instrumentation Laboratory ACL6000 Instrumentation Laboratory ACL7000 Instrumentation Laboratory ACL9000 Instrumentation Laboratory Electra 1000C Instrumentation Laboratory Electra 1400C Instrumentation Laboratory Electra 1600/C Instrumentation Laboratory Electra 1800C Instrumentation Laboratory Futura ITC Hemochron 8000 Roche Diagnostics CoaguChek Siemens BCS Siemens BCT Siemens BF II/Fibrintimer Series Sysmex CA-50 Sysmex CA-500 Sysmex CA-1500



Sysmex CA-5000/CA-1000 Sysmex CA-6000 Sysmex CA-7000 Teco Coatron II/Jr./AccuStasis 5000 Trinity Biotech Amax CS190 Trinity Biotech Amax CS400 Trinity Biotech Coag-A-Mate Max Trinity Biotech KC 40, 4A, 1A Series **Trinity Biotech MDA 180** Trinity Biotech Coag-A-Mate MTX Trinity Biotech Coag-A-Mate RA4 Trinity Biotech Coag-A-Mate XC/Plus Trinity Biotech Coag-A-Mate XM C. Major in Vitro Diagnostic Technologies and Their Potential Applications 1. Chromogenic Substrates 2. Monoclonal and Polyclonal Antibodies 3. Immunoassays a. Applications b. Technological Principle c. Enzyme Immunoassays (EIA) Overview **ELISA** EMIT Dot Immunobinding Assays Capillary Immunoassays **Enzyme Amplification** Electrochemical Immunoassay d. Fluorescent Immunoassays Fluorescence Polarization **Time-Resolved Pulse Fluorescence** Fluorescence Lifetime e. Latex Agglutination f. Immunoprecipitation 4. Microcomputers 5. Automation Robotics 7. DNA Probes a. Overview



- PCR Ligase Chain Reaction **Branched DNA Q-Beta Replicase** NASBA SDA 3 SR HPA Two-Tiered System LAT 8. Artificial Intelligence
- 9. Dry Chemistry
- 10. Biosensors

FRANCE

- A. Executive Summary
- **B.** Business Environment
- C. Market Structure
- D. Market Size, Growth and Major Suppliers

GERMANY

- A. Executive Summary
- **B.** Business Environment
- C. Market Structure
- D. Market Size, Growth and Major Suppliers

ITALY

- A. Executive Summary
- **B.** Business Environment
- C. Market Structure
- D. Market Size, Growth and Major Suppliers

SPAIN

- A. Executive Summary
- **B.** Business Environment



- C. Market Structure
- D. Market Size, Growth and Major Suppliers

UK

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Growth and Major Suppliers

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

American Diagnostica

Avocet Medical

Axis-Shield

Beckman Coulter

Becton Dickinson

Bio/Data Corporation

Biosite

Chrono-Log

Corgenix Medical

Diagnostica Stago

Helena Laboratories

HYPEN BioMed

Instrumentation Laboratory

ITC

Nanogen

Roche

Siemens

Sienco

Sysmex

Thermo Fischer

Trinity Biotech

ZyCare



List Of Tables

LIST OF TABLES

Major Companies Developing or Marketing Activated Clotting Time Tests Major Companies Developing or Marketing APTT Tests Major Companies Developing or Marketing Alpha-2 Antiplasmin Tests Major Companies Developing or Marketing Antithrombin III Tests Major Companies Developing or Marketing Bleeding Time Tests Major Companies Developing or Marketing D-dimer Tests Major Companies Developing or Marketing Factor Assays Major Companies Developing or Marketing Fibrin Degradation Product Tests Major Companies Developing or Marketing Fibrinogen Tests Major Companies Developing or Marketing Heparin Tests Major Companies Developing or Marketing Plasmin Tests Major Companies Developing or Marketing Plasminogen Tests Major Companies Developing or Marketing Plasminogen Activator Inhibitor Tests Major Companies Developing or Marketing Platelet Aggregation Tests Major Companies Developing or Marketing Protein C Tests Major Companies Developing or Marketing Protein S Tests Major Companies Developing or Marketing PT Tests Major Companies Developing or Marketing Thrombin Time Tests Major Companies Developing or Marketing TPA Tests Major Companies Developing or Marketing Von Willebrand's Factor Tests Executive Summary Table: France, Total Coagulation Diagnostics Market By Market Segment and Product Category, 2010-2020 France, Laboratories Performing Coagulation Tests By Market Segment, 2010 France, Hospital Laboratories Performing Coagulation Tests By Bed Size, 2010 France, Commercial/Private Laboratories Performing Coagulation Tests By Annual Test Volume, 2010 France, Hospital Laboratories Average Daily Test Volume, 2010 France, Commercial/Private Laboratories Average Daily Test Volume, 2010 France, Total Coagulation Test Volume By Market Segment, 2010-2020 France, All Market Segments Coagulation Test Volume, 2010-2020 France, Hospital Laboratories Coagulation Test Volume, 2010-2020 France, Commercial/Private Laboratories Coagulation Test Volume, 2010-2020 France, Coagulation Reagent Market By Market Segment, 2010-2020 France, Major Suppliers of Coagulation Reagents Estimated Sales and Market Shares,



2010

France, Coagulation Instrument Market By Market Segment, 2010-2020

France, Major Suppliers of Coagulation Analyzers, Estimated Total Instrument

Placements and Market Shares, 2010

France, Major Suppliers of Coagulation Analyzers, Estimated Placements and Installed Base By Supplier and Model, 2010

France, Major Suppliers of Coagulation Analyzers, Estimated Instrument Sales and Market Shares, 2010

France, Total Coagulation Diagnostics Market By Product Category, 2010-2020 France, Major Suppliers of Coagulation Diagnostic Products, Estimated Sales and Market Shares, 2010

Executive Summary Table: Germany, Total Coagulation Diagnostics Market By Market Segment and Product Category, 2010-2020

Germany, Laboratories Performing Coagulation Tests By Market Segment, 2010 Germany, Hospital Laboratories Performing Coagulation Tests By Bed Size, 2010 Germany, Commercial/Private Laboratories Performing Coagulation Tests By Annual Test Volume, 2010

Germany, Hospital Laboratories Average Daily Test Volume, 2010

Germany, Commercial/Private Laboratories Average Daily Test Volume, 2010

Germany, Physician Offices/Group Practice Average Daily Test Volume, 2010

Germany, Total Coagulation Test Volume By Market Segment, 2010-2020

Germany, All Market Segments Coagulation Test Volume, 2010-2020

Germany, Hospital Laboratories Coagulation Test Volume, 2010-2020

Germany, Commercial/Private Laboratories Coagulation Test Volume, 2010-2020

Germany, Physician Offices/Group Practices Coagulation Test Volume, 2010-2020

Germany, Coagulation Reagent Market By Market Segment, 2010-2020

Germany, Major Suppliers of Coagulation Reagents, Estimated Sales and Market Shares, 2010

Germany, Coagulation Instrument Market By Market Segment, 2010-2020 Germany, Major Suppliers of Coagulation Analyzers, Estimated Total Instrument Placements and Market Shares, 2010

Germany, Major Suppliers of Coagulation Analyzers, Estimated Placements and Installed Base By Supplier and Model, 2010

Germany, Major Suppliers of Coagulation Analyzers, Estimated Instrument Sales and Market Shares, 2010

Germany, Total Coagulation Diagnostics Market By Product Category, 2010-2020 Germany, Major Suppliers of Coagulation Diagnostic Products, Estimated Sales and Market Shares, 2010

Executive Summary Table: Italy, Total Coagulation Diagnostics Market By Market



Segment and Product Category, 2010-2020

Italy, Laboratories Performing Coagulation Tests By Market Segment, 2010

Italy, Hospital Laboratories Performing Coagulation Tests By Bed Size, 2010

Italy, Commercial/Private Laboratories Performing Coagulation Tests By Annual Test Volume, 2010

Italy, Hospital Laboratories Average Daily Test Volume, 2010

Italy, Commercial/Private Laboratories Average Daily Test Volume, 2010

Italy, Total Coagulation Test Volum By Market Segment, 2010-2020

Italy, All Market Segments Coagulation Test Volume, 2010-2020

Italy, Hospital Laboratories Coagulation Test Volume, 2010-2020

Italy, Commercial/Private Laboratories Coagulation Test Volume, 2010-2020

Italy, Coagulation Reagent Market By Market Segment, 2010-2020

Italy, Major Suppliers of Coagulation Reagents Estimated Sales and Market Shares, 2010

Italy, Coagulation Instrument Market By Market Segment, 2010-2020

Italy, Major Suppliers of Coagulation Analyzers, Estimated Total Instrument Placements and Market Shares, 2010

Italy, Major Suppliers of Coagulation Analyzers, Estimated Placements and Installed Base By Supplier and Model, 2010

Italy, Major Suppliers of Coagulation Analyzers, Estimated Instrument Sales and Market Shares, 2010

Italy, Total Coagulation Diagnostics Market By Product Category, 2010-2020

Italy, Major Suppliers of Coagulation Diagnostic Products, Estimated Sales and Market Shares, 2010

Executive Summary Table: Spain, Total Coagulation Diagnostics Market By Market Segment and Product Category, 2010-2020

Spain, Laboratories Performing Coagulation Tests By Market Segment, 2010

Spain, Hospital Laboratories Performing Coagulation Tests By Bed Size, 2010

Spain, Commercial/Private Laboratories Performing Coagulation Tests By Annual Test Volume, 2010

Spain, Hospital Laboratories Average Daily Test Volume, 2010

Spain, Ambulatory Care Centers Average Daily Test Volume, 2010

Spain, Commercial/Private Laboratories Average Daily Test Volume, 2010

Spain, Total Coagulation Test Volume By Market Segment, 2010-2020

Spain, All Market Segments Coagulation Test Volume, 2010-2020

Spain, Hospital Laboratories Coagulation Test Volume, 2010-2020

Spain, Ambulatory Care Centers Coagulation Test Volume, 2010-2020

Spain, Commercial/Private Laboratories Coagulation Test Volume, 2010-2020

Spain, Coagulation Reagent Market By Market Segment, 2010-2020



Spain, Major Suppliers of Coagulation Reagents, Estimated Sales and Market Shares, 2010

Spain, Coagulation Instrument Market By Market Segment, 2010

Spain, Major Suppliers of Coagulation Analyzers, Estimated Total Instrument Placements and Market Shares, 2010

Spain, Major Suppliers of Coagulation Analyzers, Estimated Placements and Installed Base By Supplier and Model, 2010

Spain, Major Suppliers of Coagulation Analyzers, Estimated Instrument Sales and Market Shares, 2010

Spain, Total Coagulation Diagnostics Market By Product Category, 2010-2020 Spain, Major Suppliers of Coagulation Diagnostic Products, Estimates Sales and Market Shares, 2010

Executive Summary Table: U.K., Total Coagulation Diagnostics Market By Market Segment and Product Category, 2010-2020

U.K., Laboratories Performing Coagulation Tests By Market Segment, 2010

U.K., Hospital Laboratories Performing Coagulation Tests By Bed Size, 2010

U.K., Commercial/Private Laboratories Performing Coagulation Tests By Annual Test Volume, 2010

U.K., Hospital Laboratories Average Daily Test Volume, 2010

U.K., Commercial/Private Laboratories Average Daily Test Volume, 2010

U.K., Total Coagulation Test Volume By Market Segment, 2010-2020

U.K., All Market Segments Coagulation Test Volume, 2010-2020

U.K., Hospital Laboratories Coagulation Test Volume, 2010-2020

U.K., Commercial/Private Laboratories Coagulation Test Volume, 2010-2020

U.K., Coagulation Reagent Market By Market Segment, 2010-2020

U.K., Major Suppliers of Coagulation Reagents Estimated Sales and Market Shares, 2010

U.K., Coagulation Instrument Market By Market Segment, 2010

U.K., Major Suppliers of Coagulation Analyzers, Estimated Total Instrument Placements and Market Shares, 2010

U.K., Major Suppliers of Coagulation Analyzers, Estimated Placements and Installed Base By Supplier and Model, 2010

U.K., Major Suppliers of Coagulation Analyzers, Estimated Instrument Sales and Market Shares, 2010

U.K., Total Coagulation Diagnostics Market By Product Category, 2010-2020

U.K., Major Suppliers of Coagulation Diagnostic Products, Estimated Sales and Market Shares, 2010



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