

# European Hematology and Flow Cytometry Markets 2014: France, Germany, Italy, Spain, UK Sales Forecasts, Supplier Shares, Competitive Strategies

https://marketpublishers.com/r/E9387CDC2E3EN.html

Date: January 2014 Pages: 450 Price: US\$ 15,760.00 (Single User License) ID: E9387CDC2E3EN

# Abstracts

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

# Summary

This comprehensive five-country report contains 450 pages, 160 tables, and is designed to help current suppliers and potential market entrants identify and evaluate business opportunities emerging in the European hematology and flow cytometry markets during the next five years.

The report explores business and technological trends in the major European countries (France, Germany, Italy, Spain, UK); provides market share estimates, test volume forecasts, and instrument placements; compares features of major analyzers; profiles leading competitors and emerging market entrants; and suggests specific product and marketing opportunities facing suppliers.

## Rationale

During the next five years, continued advances in molecular diagnostics, monoclonal antibodies, lasers and IT, as well as growing understanding of immunologic 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 further 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 self-troubleshooting, autocalibration and other advanced features. Presently tedious analyses of chromosomal abnormalities, DNA content, and lymphocyte subsets will become more automated and routine.

#### **Hematology Tests**

CBC + 5-Part Differential, Manual Differential/Review, Hematocrit (Automated, Manual), Hemoglobin (Automated, Manual), Sedimentation Rate, Reticulocytes, WBC (Automated, Manual), Platelets (Automated, Manual), Bone Marrow Analysis, RBC, Eosinophils.

#### **Flow Cytometry Tests**

Cell Surface Markers (CD4/CD8/T&B Lymphocytes, CD34, Others), Chemotherapy Monitoring (Leukemia/Lymphoma, Others), HLA Typing, Sperm Analysis, Cell Cycle Kinetics, Cell Function Testing, Chromosomal Abnormalities, Fetal Cell Analysis, Granulocyte Function, Receptor DNA/RNA Analysis, Cell Culturing.

#### Sales and Market Share Analysis

Sales and market shares of major instrument and reagent suppliers.

#### **Geographic Coverage**

France, Germany, Italy, Spain, UK **Competitive Assessments** 

Extensive strategic profiles of major suppliers and emerging market entrants.

#### **Market Segmentation Analysis**

Sales and market share estimates for leading suppliers of hematology and flow cytometry products by country.

Test and sales forecasts for over 40 procedures by country, individual test and market segment: Hospitals



Commercial/Private Laboratories

Ambulatory Care Centers

Physician Offices/Group Practices

#### **Current and Emerging Products**

Analysis of current and emerging hematology and flow cytometry tests

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

#### **Technology Review**

Assessment of current and emerging technologies, and their potential market applications.

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 450 pages and 160 tables



# Contents

### LIST OF TABLES

Summary Table I: France, All Market Segments Total Hematology and Flow Cytometry Specimen Volume Forecast

Summary Table II: France, All Market Segments Total Hematology and Flow Cytometry Test Volume Forecast

Summary Table III: France, All Market Segments Total Hematology and Flow Cytometry Market Forecast

France, Laboratories Performing Hematology and Flow Cytometry Testing By Market Segment

France, All Market Segments, Total Hematology And Flow Cytometry Specimen Volume France, All Market Segments, Total Hematology and Flow Cytometry Test Volume

France, Hospital Laboratories Performing Hematology and Flow Cytometry Tests By Bed Size

France, Commercial/Private Laboratories Performing Hematology and Flow Cytometry Tests By Annual Test Volume

France, Total Routine Hematology Specimen Volume By Market Segment

France, Total Flow Cytometry and Special Hematology Specimen Volume By Market Segment

France, Hospital Laboratories, Hematology and Flow Cytometry Specimen Volume Forecast

France, Commercial/Private Laboratories Hematology and Flow Cytometry Specimen Volume Forecast

France, Total Routine Hematology Test Volume Forecast By Market Segment France, Total Flow Cytometry and Special Hematology Test Volume By Market Segment

France, All Market Segments, Total Routine Hematology Test Volume Forecast France, Hospital Laboratories, Routine Hematology Test Volume Forecast

France, Commercial/Private Laboratories, Routine Hematology Test Volume Forecast

France, All Market Segments, Total Flow Cytometry and Special Hematology Test Volume Forecast

France, Hospital Laboratories, Flow Cytometry And Special Hematology Test Volume Forecast

France, Commercial/Private Laboratories, Flow Cytometry And Special Hematology Test Volume Forecast

France, Major Hematology Analyzers, Estimated Placements and Installed Base France, Major Flow Cytometers, Estimated Placements and Installed Base



France, Total Hematology Market Forecast By Market Segment France, Hematology Consumable Market Forecast By Market Segment France, Hematology Instrument Market Forecast By Market Segment France, Total Flow Cytometry Market Forecast By Market Segment France, Flow Cytometry Consumable Market Forecast By Market Segment France, Flow Cytometry Instrument Market Forecast By Market Segment France, Total Hematology Market By Major Supplier France, Hematology Consumable Market By Major Supplier France, Hematology Instrument Market By Major Supplier France, Total Flow Cytometry Market By Major Supplier France, Flow Cytometry Consumable Market By Major Supplier France, Flow Cytometry Instrument Market By Major Supplier Summary Table I: Germany, All Market Segments Total Hematology and Flow Cytometry Specimen Volume Forecast Summary Table II: Germany, All Market Segments Total Hematology and Flow Cytometry Test Volume Forecast Summary Table III: Germany, All Market Segments Total Hematology and Flow Cytometry Market Forecast Germany, Laboratories Performing Hematology and Flow Cytometry Testing By Market Segment Germany, Hospital Laboratories Performing Hematology and Flow Cytometry Tests By Bed Size Germany, Commercial/Private Laboratories Performing Hematology and Flow Cytometry Tests By Annual Test Volume Germany, Physician Office Laboratories Performing Hematology and Flow Cytometry Tests By Annual Test Volume Germany, Total Routine Hematology Specimen Volume Forecast By Market Segment Germany, Total Flow Cytometry and Special Hematology Specimen Volume Forecast By Market Segment Germany, Hospital Laboratories, Hematology And Flow Cytometry Specimen Volume Forecast Germany, Commercial/Private Laboratories Hematology and Flow Cytometry Specimen Volume Forecast Germany, Total Routine Hematology Test Volume Forecast By Market Segment Germany, Total Flow Cytometry and Special Hematology Test Volume Forecast By Market Segment Germany, All Market Segments, Total Routine Hematology Test Volume Forecast Germany, Hospital Laboratories, Routine Hematology Test Volume Forecast Germany, Commercial/Private Laboratories, Routine Hematology Test Volume Forecast



Germany, Physician Office Laboratories, Routine Hematology Test Volume Forecast Germany, All Market Segments, Total Flow Cytometry and Special Hematology Test Volume Forecast

Germany, Hospital Laboratories, Flow Cytometry And Special Hematology Test Volume Forecast

Germany, Commercial/Private Laboratories, Flow Cytometry and Special Hematology Test Volume Forecast

Germany, Major Hematology Analyzers, Estimated Placements and Installed Base

Germany, Major Flow Cytometers, Estimated Placements and Installed Base

Germany, Total Hematology Market Forecast By Market Segment

Germany, Hematology Consumable Market Forecast By Market Segment

Germany, Hematology Instrument Market Forecast By Market Segment

Germany, Total Flow Cytometry Market Forecast By Market Segment

Germany, Flow Cytometry Consumable Market Forecast By Market Segment

Germany, Flow Cytometry Instrument Market Forecast By Market Segment

Germany, Total Hematology Market By Major Supplier

Germany, Hematology Consumable Market By Major Supplier

Germany, Hematology Instrument Market By Major Supplier

Germany, Total Flow Cytometry Market By Major Supplier

Germany, Flow Cytometry Consumable Market By Major Supplier

Germany, Flow Cytometry Instrument Market By Major Supplier

Summary Table I: Italy, All Market Segments, Total Hematology and Flow Cytometry Specimen Volume Forecast

Summary Table II: Italy, All Market Segments, Total Hematology and Flow Cytometry Test Volume Forecast

Summary Table III: Italy, All Market Segments, Total Hematology and Flow Cytometry Market Forecast

Italy, Laboratories Performing Hematology and Flow Cytometry Testing By Market Segment

Italy, Hospital Laboratories Performing Hematology and Flow Cytometry Tests By Bed Size

Italy, Commercial/Private Laboratories Performing Hematology and Flow Cytometry Tests By Annual Test Volume

Italy, Total Routine Hematology Specimen Volume By Market Segment

Italy, Total Flow Cytometry and Special Hematology Specimen Volume Forecast By Market Segment

Italy, Hospital Laboratories, Hematology and Flow Cytometry Specimen Volume Forecast

Italy, Commercial/Private Laboratories, Hematology and Flow Cytometry Specimen



Volume Forecast

Italy, Total Routine Hematology Test Volume Forecast By Market Segment Italy, Total Flow Cytometry and Special Hematology Test Volume Forecast By Market Segment Italy, All Market Segments, Total Routine Hematology Test Volume Forecast Italy, Hospital Laboratories, Routine Hematology Test Volume Forecast Italy, Commercial/Private Laboratories, Routine Hematology Test Volume Forecast Italy, All Market Segments, Total Flow Cytometry and Special Hematology Test Volume Forecast Italy, Hospital Laboratories, Flow Cytometry And Special Hematology Test Volume Forecast Italy, Commercial/Private Laboratories, Flow Cytometry And Special Hematology Test Volume Forecast Italy, Major Hematology Analyzers, Estimated Placements and Installed Base Italy, Major Flow Cytometers, Estimated Placements and Installed Base Italy, Total Hematology Market Forecast By Market Segment Italy, Hematology Consumable Market Forecast By Market Segment Italy, Hematology Instrument Market Forecast By Market Segment Italy, Total Flow Cytometry Market Forecast By Market Segment Italy, Flow Cytometry Instrument Market Forecast By Market Segment Italy, Flow Cytometry Consumable Market Forecast By Market Segment Italy, Total Hematology Market By Major Supplier Italy, Hematology Consumable Market By Major Supplier Italy, Hematology Instrument Market By Major Supplier Italy, Total Flow Cytometry Market By Major Supplier Italy, Flow Cytometry Consumable Market By Major Supplier Italy, Flow Cytometry Instrument Market By Major Supplier Summary Table I: Spain, All Market Segments, Total Hematology and Flow Cytometry Specimen Volume Forecast Summary Table II: Spain, All Market Segments, Total Hematology and Flow Cytometry **Test Volume Forecast** Summary Table III: Spain, All Market Segments, Total Hematology and Flow Cytometry Market Forecast Spain, Laboratories Performing Hematology and Flow Cytometry Testing By Market Segment Spain, Hospital Laboratories Performing Hematology/Flow Cytometry Tests By Bed Size Spain, Commercial/Private Laboratories Performing Hematology and Flow Cytometry

Tests By Annual Test Volume



Spain, Total Routine Hematology Specimen Volume Forecast By Market Segment Spain, Total Flow Cytometry and Special Hematology Specimen Volume Forecast By Market Segment

Spain, Hospital Laboratories, Hematology And Flow Cytometry Specimen Volume Forecast

Spain, Ambulatory Care Centers, Hematology And Flow Cytometry Specimen Volume Forecast

Spain, Commercial/Private Laboratories, Hematology and Flow Cytometry Specimen Volume Forecast

Spain, Total Routine Hematology Test Volume Forecast By Market Segment

Spain, Total Flow Cytometry and Special Hematology Test Volume Forecast By Market Segment

Spain, All Market Segments, Total Routine Hematology Test Volume Forecast Spain, Hospital Laboratories, Routine Hematology Test Volume Forecast

Spain, Ambulatory Clinic Laboratories, Routine Hematology Test Volume Forecast

Spain, Commercial/Private Laboratories, Routine Hematology Test Volume Forecast

Spain, All Market Segments, Flow Cytometry And Special Hematology Test Volume Forecast

Spain, Hospital Laboratories, Flow Cytometry And Special Hematology Test Volume Forecast

Spain, Ambulatory Care Centers, Flow Cytometry And Special Hematology Test Volume Forecast

Spain, Major Hematology Analyzers, Estimated Placements and Installed Base

Spain, Major Flow Cytometers, Estimated Placements and Installed Base

Spain, Total Hematology Market Forecast By Market Segment

Spain, Hematology Consumable Market Forecast By Market Segment

Spain, Hematology Instrument Market Forecast By Market Segment

Spain, Total Flow Cytometry Market Forecast By Market Segment

Spain, Flow Cytometry Consumable Market Forecast By Market Segment

Spain, Flow Cytometry Instrument Market Forecast By Market Segment

Spain, Total Hematology Market By Major Supplier

Spain, Hematology Consumable Market By Major Supplier

Spain, Hematology Instrument Market By Major Supplier

Spain, Total Flow Cytometry Market By Major Supplier

Spain, Hematology Consumable Market By Major Supplier

Spain, Total Flow Cytometry Market By Major Supplier

Spain, Flow Cytometry Consumable Market By Major Supplier

Spain, Flow Cytometry Instrument Market By Major Supplier

Summary Table I: U.K., All Market Segments, Total Hematology and Flow Cytometry



Specimen Volume Forecast

Summary Table II: U.K., All Market Segments, Total Hematology and Flow Cytometry Test Volume Forecast

Summary Table III: U.K., All Market Segments, Total Hematology and Flow Cytometry Market Forecast

U.K., Laboratories Performing Hematology and Flow Cytometry Testing By Market Segment

U.K., Hospital Laboratories Performing Hematology/Flow Cytometry Tests By Bed Size U.K., Commercial/Private Laboratories, Performing Hematology/Flow Cytometry Tests By Annual Test Volume

U.K., Total Routine Hematology Specimen Volume Forecast By Market Segment

U.K., Total Flow Cytometry and Special Hematology Specimen Volume, By Market Segment

U.K., Hospital Laboratories, Hematology And Flow Cytometry Specimen Volume Forecast

U.K., Commercial/Private Laboratories, Hematology and Flow Cytometry Specimen Volume Forecast

U.K., Total Routine Hematology Test Volume Forecast By Market Segment

U.K., Total Flow Cytometry and Special Hematology Test Volume Forecast By Market Segment

U.K., All Market Segments, Total Routine Hematology Test Volume Forecast

U.K., Hospital Laboratories, Routine Hematology Test Volume Forecast

U.K., Commercial/Private Laboratories, Routine Hematology Test Volume Forecast

U.K., Hospital Laboratories, Flow Cytometry And Special Hematology Test Volume Forecast

U.K., Major Hematology Analyzers, Estimated Placements and Installed Base

U.K., Major Flow Cytometers, Estimated Placements and Installed Base

U.K. Total Hematology Market Forecast By Market Segment

U.K., Hematology Instrument, Market Forecast By Market Segment

U.K., Hematology Consumable, Market Forecast By Market Segment

U.K., Total Flow Cytometry Market Forecast By Market Segment

U.K., Total Flow Cytometry Instrument Market Forecast By Market Segment

U.K., Total Flow Cytometry Consumable Market Forecast By Market Segment

U.K., Total Hematology Market By Major Supplier

U.K., Hematology Instrument Market By Major Supplier

U.K., Hematology Consumable Market By Major Supplier

U.K., Total Flow Cytometry Market By Major Supplier

U.K., Total Flow Cytometry Consumable Market By Major Supplier

U.K., Total Flow Cytometry Instrument Market By Major Supplier



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