

European Immunodiagnosics Markets: Innovative Technologies and Emerging Business Opportunities

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Abstracts

This unique report contains 900 pages, 335 tables and provides information not available from any other published source, including volume, sales, and leading supplier shares by test.

This market intelligence and technology assessment report will help current suppliers and potential market entrants identify and evaluate emerging opportunities and develop effective strategic responses. The report explores future trends in five major European countries (France, Germany, Italy, Spain, UK) and Japan; provides estimates of the specimen, test and sales volumes, as well as major suppliers sales and market shares; compares features of leading analyzers; profiles key competitors; and identifies specific product and marketing opportunities emerging during the next five years.

The clinical chemistry and immunodiagnosics markets are undergoing significant transformation, caused by convergence of new and more stringent regulations; advances in diagnostic technologies, system engineering, automation, and IT; and intensifying competition. Some segments, like routine chemistry, begin to resemble commodity markets, where product positioning and cost per test are more critical than underlying technology. This evolving marketplace creates exciting opportunities for a variety of new instruments, reagent systems, and auxiliary products, such as specimen preparation devices, controls, and calibrators.

Contains 900 pages and 335 tables

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