

# 2012 Hematology and Flow Cytometry Market Outlook: Growth Opportunities and Strategies

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## Abstracts

This report will help current suppliers and potential market entrants identify and evaluate emerging opportunities in the hematology and flow cytometry markets during the next ten years. The report explores future marketing and technological trends in seven countries; provides market share estimates, test volume forecasts, and instrument placements; compares features of over 60 analyzers; profiles leading competitors and emerging market entrants; and suggests specific product and marketing opportunities facing suppliers.

During the next ten 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.

Contains 700 pages and 250 tables.

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