

# Future Horizons and Growth Strategies in the German Microbiology Testing Market 2015: Supplier Shares and Country Forecasts

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## Abstracts

Complete report \$6,700. DataPack (test volumes, sales forecasts, supplier shares) \$4,300.

Future Horizons and Growth Strategies in the German Microbiology Testing Market 2015 is a new strategic analysis of major business opportunities emerging in the infectious disease testing market during the next five years. The report examines key German market trends; reviews current and emerging assays; analyzes potential applications of innovative diagnostic technologies; forecasts volume and sales for over 100 infectious disease tests by assay, and market segment; provides test volume estimates by method (molecular, serology/immunodiagnosics, culture/microscopy); profiles leading players and potential market entrants; and suggests alternative business expansion strategies for suppliers.

### Rationale

This comprehensive report will assist diagnostics industry executives, as well as companies planning to diversify into the dynamic and rapidly expanding microbiology testing market, in evaluating emerging opportunities and developing effective business strategies. Microbiology testing is one of the most rapidly growing segments of the in vitro diagnostics industry, and the greatest challenge facing suppliers during this decade. Among the main driving forces is continuing spread of AIDS, which remains the world's major health threat and a key factor contributing to the rise of opportunistic infections; threat of bioterrorism; advances in molecular diagnostic technologies; and a wider availability of immunosuppressive drugs. Although for some infections the etiology is still a mystery, while for others the causative microorganisms are present in minute

concentrations long before the occurrence of first clinical symptoms, recent advances in genetic engineering and detection technologies are creating exciting opportunities for highly sensitive, specific and cost-effective products.

### Opportunities and Strategic Recommendations

Emerging opportunities for new instrumentation, reagents kits, IT and other products with significant market appeal during the next five years. - Design criteria for decentralized testing products. - Alternative market penetration strategies. - Potential market entry barriers and risks. Infectious Diseases Analyzed in the Report AIDS/HIV, Adenovirus, Aeromonads, Bartonella, Blastocystis Hominis, Campylobacter, Candida, Chancroid, Chlamydia, Clostridium, Coronavirus, Coxsackievirus, Cryptosporidium, Cyclospora, CMV, E. Coli, Echovirus, Encephalitis, Enterovirus, EBV, Giardia, Gonorrhea, Granuloma Inguinale, Hantavirus, H. Pylori, Hepatitis, Herpes Influenza, Legionella, Lyme Disease, Lymphogranuloma, Malaria, Measles, Meningitis, Microsporidium, Mononucleosis, Mumps, Mycoplasma, HPV, Parvovirus, Pneumonia, Polyomaviruses, Pseudomonas, Rabies, RSV, Rhinovirus, Rotavirus, Rubella, Salmonella, Septicemia, Shigella, Staphylococci, Streptococci, Syphilis, Toxoplasmosis, Trichomonas, TB, Vibrio, West Nile, Yersinia. Market Segmentation Analysis- Sales and market shares of major suppliers by individual test. - Volume and sales forecasts for over 100 infectious disease assays by individual test and market segment: Hospitals Blood Banks Commercial/Private Laboratories- Test volume estimates by method (molecular, serology/immunodiagnosics, culture/microscopy). - Review of the market dynamics, trends, structure, size, growth and major suppliers. Current and Emerging Products- In-depth examination of over 100 major diseases, including their etiology, current diagnostic tests, vaccines, drugs and market needs. - Review of major analyzers used for infectious disease testing, including their operating characteristics, features and selling prices. Technology Review- Assessment of molecular diagnostic, monoclonal antibody, immunoassay, and other technologies and their potential applications for infectious disease testing. - Global listings of companies developing or marketing infectious disease diagnostic products by individual test.

### Competitive Assessments

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

Contains 983 pages and 160 tables

## Contents

### INTRODUCTION

### WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW

#### A. Major Infectious Disease Tests

##### 1. AIDS

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs

##### 2. Adenovirus

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs
- d. Adeno-Associated Viruses(AAV)

##### 3. Aeromonas

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs

##### 4. Anthrax/Bacillus Anthracis

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs

##### 5. Arboviruses

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs

##### 6. Babesiosis

- a. Background

##### 7. Bacillary Epithelioid Angiomatosis (BEA)

#### And Other Bartonella (Rochalimaea)

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs

##### 8. Blastocystis Hominis

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs

9. Brucella
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
10. Campylobacter
  - a. Background
  - b. Diagnostic Tests
    - Identification from Culture
  - c. Vaccines and Drugs
11. Candida
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
12. Chagas Disease
  - a. Background
13. Chancroid
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
14. Chlamydia
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
15. Clostridium Difficile
  - a. Background
  - b. Diagnostic Tests
  - c. Drugs and Vaccines
16. Coronaviruses
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
17. Coxsackieviruses
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
18. Creutzfeldt-Jakob's Disease
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines

19. Cryptosporidium Parvum
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
20. Cyclospora Cayetanensis
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
21. Cytomegalovirus
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
22. Ebola Virus
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
23. E. Coli
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
24. EchoVirus
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
25. Encephalitis
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
26. Enteroviruses
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
27. Epstein-Barr Virus
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
28. Giardia Lamblia
  - a. Background
  - b. Diagnostic Tests

- c. Vaccines and Drugs
- 29. Gonorrhoea
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 30. Granuloma Inguinale
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 31. Hantavirus
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 32. Helicobacter Pylori
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 33. Hepatitis
  - a. Background
  - b. Hepatitis A
  - c. Hepatitis B
  - d. Hepatitis C
  - e. Vaccines and Drugs
- 34. Herpes Simplex Virus
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 35. Human Herpes Virus-6 (HHV-6)
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 36. Influenza Viruses
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 37. Legionella
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs

- 38. Lyme Disease
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 39. Lymphogranuloma Venereum (LGV)
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 40. Malaria
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 41. Measles (Rubeola)
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 42. Meningitis
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 43. Microsporidium
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 44. Mononucleosis
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 45. Mumps
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 46. Mycoplasma
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 47. Papillomaviruses
  - a. Background
  - b. Diagnostic Tests

- c. Vaccines and Drugs
- 48. Parvovirus B19
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 49. Pneumonia
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 50. Polyomaviruses
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 51. Pseudomonas Aeruginosa
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 52. Rabies
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 53. Respiratory Syncytial Virus (RSV)
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 54. RhinoViruses
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 55. RotaVirus (REOVIRUS)
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 56. Rubella(MEASLES)
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 57. Salmonellosis
  - a. Background



- b. Diagnostic Tests
- c. Vaccines and Drugs
- 58. Septicemia
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 59. Shigellosis
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 60. Staphylococcus Aureus
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 61. Streptococci
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 62. Syphilis
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 63. Toxoplasmosis
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 64. Trichomonas Vaginalis
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 65. Tuberculosis
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 66. Vibrio
  - a. Background
  - b. Diagnostic Tests
  - c. Vaccines and Drugs
- 67. West Nile Virus

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs

**68. Yersina**

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs

**B. Instrumentation Review of Leading Analyzers Marketed by Abbott, Beckman Coulter/Danaher, BioMerieux, Ortho-Clinical Diagnostics, Roche, Siemens, Tosoh, Wallac and Other Suppliers**

**C. Emerging Diagnostic Technologies**

- 1. Molecular Diagnostics
- 2. Monoclonal Antibodies
- 3. Immunoassays
- 4. Differential Light Scattering
- 5. Information Technology
- 6. Artificial Intelligence
- 7. Liposomes
- 8. Flow Cytometry
- 9. Chromatography
- 10. Diagnostic Imaging
- 11. Gel Microdroplets
- 12. Other

**GERMANY**

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

**MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES**

- A. Instrumentation
  - B. Reagent Kits and Test Systems/Panels
  - C. Computers, Software and Automation
  - D. Auxiliary Products
- 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  
Affymetrix  
Beckman Coulter/Danaher  
Becton Dickinson  
bioMerieux  
Bio-Rad  
Cepheid  
Diamedix  
DiaSorin  
Eiken Chemical  
Enzo Biochem  
Fujirebio  
Gen-Probe

Hologic  
ID Biomedical  
Innogenetics/Solvay  
Kreatech  
Life Technology  
Lonza  
Nanogen/Elitech  
Novartis Diagnostics  
Ortho-Clinical Diagnostics  
Qiagen  
Roche  
Scienion  
Sequenom  
SeraCare  
Siemens  
Takara Bio  
Thermo Fisher  
Wallac  
Wako

## List Of Tables

### LIST OF TABLES

Major Companies Developing or Marketing AIDS Tests  
Major Companies Developing or Marketing Adenovirus Tests  
Major Companies Developing or Marketing Bartonella Tests  
Major Companies Developing or Marketing Campylobacter Tests  
Major Companies Developing or Marketing Candida Tests  
Major Companies Developing or Marketing Chlamydia Tests  
Major Companies Developing or Marketing Clostridium Tests  
Major Companies Developing or Marketing Coronavirus Tests  
Major Companies Developing or Marketing Cryptosporidium Tests  
Major Companies Developing or Marketing CMV Tests  
Major Companies Developing or Marketing Echovirus Tests  
Major Companies Developing or Marketing Enterovirus Tests  
Major Companies Developing or Marketing EBV Tests  
Major Companies Developing or Marketing Giardia Tests  
Major Companies Developing or Marketing Gonorrhoea Tests  
Major Companies Developing or Marketing Hantavirus Tests  
Major Companies Developing or Marketing Helicobacter Pylori Tests  
Major Companies Developing or Marketing Hepatitis Tests  
Major Companies Developing or Marketing Herpes Tests  
Major Companies Developing or Marketing Influenza Tests  
Major Companies Developing or Marketing Legionella Tests  
Major Companies Developing or Marketing Lyme Disease Tests  
Major Companies Developing or Marketing Lymphogranuloma Tests  
Major Companies Developing or Marketing Malaria Tests  
Major Companies Developing or Marketing Measles Tests  
Major Companies Developing or Marketing Meningitis Tests  
Major Companies Developing or Marketing Microsporidium Tests  
Major Companies Developing or Marketing Mononucleosis Tests  
Major Companies Developing or Marketing Mumps Tests  
Major Companies Developing or Marketing Mycoplasma Tests  
Major Companies Developing or Marketing Papilloma Virus Tests  
Major Companies Developing or Marketing Parvovirus Tests  
Major Companies Developing or Marketing Pneumonia Tests  
Major Companies Developing or Marketing RSV Tests  
Major Companies Developing or Marketing Rotavirus Tests

Major Companies Developing or Marketing Rubella Tests  
Major Companies Developing or Marketing Salmonella Tests  
Major Companies Developing or Marketing Septicemia Tests  
Major Companies Developing or Marketing Shigella Tests  
Major Companies Developing or Marketing Staphylococci Tests  
Major Companies Developing or Marketing Streptococci Tests  
Major Companies Developing or Marketing Syphilis Tests  
Major Companies Developing or Marketing Toxoplasmosis Tests  
Major Companies Developing or Marketing Trichomonas Tests  
Major Companies Developing or Marketing Tuberculosis Tests  
Major Companies Developing or Marketing West Nile Tests  
Major Companies Developing or Marketing Yersinia Tests  
Germany Summary Table All Infectious Diseases Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany Laboratories Performing Infectious Disease Tests Forecast by Market Segment  
Germany Hospital Laboratories Performing Infectious Disease Tests by Bed Size  
Germany Commercial/Private Laboratories Performing Infectious Disease Tests by Annual Test Volume  
Germany All Market Segments Infectious Disease Test Volume Forecast  
Germany Hospital Laboratories Infectious Disease Test Volume Forecast  
Germany Blood Banks Infectious Disease Test Volume Forecast  
Germany Commercial/Private Laboratories Infectious Disease Test Volume Forecast  
Germany All Market Segments Infectious Disease Diagnostics Market Forecast  
Germany Hospital Laboratories Infectious Disease Diagnostics Market Forecast  
Germany Blood Banks Infectious Disease Diagnostics Market Forecast  
Germany Commercial/Private Laboratories Infectious Disease Diagnostics Market Forecast  
Germany HIV or HIV I/HIVII Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany HIV Ag Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany Western Blot/Other Confirmatory Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany Adenovirus Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany Aeromonads Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany BEA Test Volume and Diagnostics Sales Forecast by Market Segment  
Germany Blastocystis Hominis Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Campylobacter Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Candida Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Chancroid Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Chlamydia Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Clostridium Test Volume and Diagnostics Sales Forecast by Market Segment

Germany CoxsackieVirus Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Cryptosporidium Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Cyclospora Test Volume and Diagnostics Sales Forecast by Market Segment

Germany CMV Test Volume and Diagnostics Sales Forecast by Market Segment

Germany E. Coli Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Echovirus Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Encephalitis Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Enterovirus Test Volume and Diagnostics Sales Forecast by Market Segment

Germany EBV Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Giardia Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Gonorrhoea Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Granuloma Inguinale Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Hantavirus Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Helicobacter Pylori Test Volume and Diagnostics Sales Forecast by Market Segment

Germany HAV NAT Test Volume and Diagnostics Sales Forecast by Market Segment

Germany HBV NAT Test Volume and Diagnostics Sales Forecast by Market Segment

Germany HBsAg Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Hepatitis C Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Anti-HBc Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Anti-HBs Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Anti-HAV Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Hepatitis Delta Test Volume and Diagnostics Sales Forecast by Market Segment

Germany HBcAg Test Volume and Diagnostics Sales Forecast by Market Segment

Germany HBeAg Test Volume and Diagnostics Sales Forecast by Market Segment

Germany ALT/SGPT Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Herpes Simplex I and II Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Herpes Type VI Test Volume and Diagnostics Sales Forecast by Market Segment

Segment

Germany HTLV I or HTLV I/HTLV II Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Influenza Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Legionella Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Lyme Disease Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Lymphogranuloma Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Malaria Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Measles Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Meningitis Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Microsporidium Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Mononucleosis Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Mumps Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Mycoplasma Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Papilloma Virus Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Parvovirus Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Pneumonia Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Polyoma Viruses Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Pseudomonas Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Rabies Test Volume and Diagnostics Sales Forecast by Market Segment

Germany RSV Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Rhinovirus Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Rotavirus Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Rubella Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Salmonella Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Septicemia Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Shigella Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Staphylococci Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Streptococci Test Volume and Diagnostics Sales Forecast by Market Segment



Germany Syphilis Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Toxoplasmosis Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Trichomonas Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Tuberculosis Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Vibrio Test Volume and Diagnostics Sales Forecast by Market Segment

Germany West Nile Test Volume and Diagnostics Sales Forecast by Market Segment

Germany Yersinia Test Volume and Diagnostics Sales Forecast by Market Segment

Germany AIDS Testing Market Diagnostics Sales by Major Supplier

Germany Campylobacter Testing Market Diagnostics Sales by Major Supplier

Germany Candida Testing Market Diagnostics Sales by Major Supplier

Germany CMV Testing Market Diagnostics Sales by Major Supplier

Germany EBV Testing Market Diagnostics Sales by Major Supplier

Germany Gonorrhoea Testing Market Diagnostics Sales by Major Supplier

Germany Hepatitis Testing Market Diagnostics Sales by Major Supplier

Germany Hepatitis C Testing Market Diagnostics Sales by Major Supplier

Germany Herpes Testing Market Diagnostics Sales by Major Supplier

Germany Influenza Testing Market Diagnostics Sales by Major Supplier

Germany Legionella Testing Market Diagnostics Sales by Major Supplier

Germany Meningitis Testing Market Diagnostics Sales by Major Supplier

Germany Mononucleosis Testing Market Diagnostics Sales by Major Supplier

Germany Mycoplasma Testing Market Diagnostics Sales by Major Supplier

Germany Pneumonia Testing Market Diagnostics Sales by Major Supplier

Germany RSV Testing Market Diagnostics Sales Forecast by Major Supplier

Germany Rotavirus Testing Market Diagnostics Sales by Major Supplier

Germany Rubella Testing Market Diagnostics Sales by Major Supplier

Germany Septicemia Testing Market Diagnostics Sales by Major Supplier

Germany Streptococci Testing Market Diagnostics Sales by Major Supplier

Germany Toxoplasmosis Testing Market Diagnostics Sales by Major Supplier

Germany Trichomonas Testing Market Diagnostics Sales by Major Supplier

Germany Tuberculosis Testing Market Diagnostics Sales by Major Supplier

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