

# 2018 Germany Blood Banking Market Future Horizons and Growth Strategies: Supplier Shares, Country Segment Forecasts, Competitive Intelligence, Opportunities

<https://marketpublishers.com/r/GAAA00A9A8FEN.html>

Date: June 2018

Pages: 426

Price: US\$ 6,100.00 (Single User License)

ID: GAAA00A9A8FEN

## Abstracts

Complete report \$6,100. DataPack (test volumes, sales forecasts, supplier shares) \$3,950.

VPGMarketResearch.com's new strategic analysis is prepared in order to help current suppliers and potential market entrants identify and evaluate emerging opportunities and assist industry executives in developing effective business, new product development and marketing strategies.

### Rationale

During the next five years, the German blood banking market is expected to undergo significant transformation, which will result from the convergence of several trends, including more stringent regulations; advances in diagnostic technologies, IT, system engineering and automation; and intensifying competition. Some segments will start resembling commodity markets, where product positioning and differentiation are more critical than underlying technology. The changes in the marketplace will create exciting opportunities for new instruments and reagent systems, as well as auxiliary products, such as specimen preparation devices, controls, calibrators, and innovative IT applications.

### Strategic Recommendations

New product development opportunities with significant market appeal. - Alternative

market penetration strategies. - Potential market entry barriers and risks.

The report explores future marketing and technological trends in the Germany; provides estimates of the test volume, instrument placements and sales; compares features of major automated and semi- automated analyzers; profiles leading and emerging competitors; and identifies specific product and market opportunities facing suppliers during the next five years

Blood Typing and Grouping Tests ABO, Antibody Panels, Antibody Screening/Indirect Antiglobulin, Antigen Typing (C, c, Duffy, E, e, I, i, Kell, Kidd, Le a, b, MN, P, S, s), Antiglobulin (Direct, C3 + IgG, IgG, C3), Crossmatching (Immediate Spin, Full Crossmatch), Rh (D, Du)

Infectious Disease Screening Tests AIDS (HIV NAT, HIV- 1/2), Cytomegalovirus, Hepatitis (HAV NAT, HBV NAT, HBs Ag, Anti- HBc, HCV NAT, HCV, ALT/SGPT), HTLV- I/II, Parvovirus B19 NAT, Syphilis, West Nile Virus NAT.

#### Sales and Market Share Analysis

Sales and market share estimates of leading suppliers of blood banking of reagents and instruments, by individual product.

#### Competitive Assessments

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

#### Market Segmentation Analysis

Comprehensive market segmentation analysis, including review of the market dynamics, trends, structure, size, growth, and key suppliers.- Test volume and sales forecasts for over 40 blood banking tests, including NAT, by market segment:

Blood Centers

Hospitals

Commercial/Private Laboratories

Current and Emerging Products- Analysis of current and emerging blood banking tests.- Review of automated and semi- automated analyzers, including their operating characteristics, features, and selling prices. Technology Review- Assessment of current and emerging technologies, and their potential applications for the blood banking market.- Comprehensive lists of companies developing or marketing new technologies and products by test.

Contains 426 pages and 42 tables

## Contents

### 1. INTRODUCTION

### 2. WORLDWIDE TECHNOLOGY AND MARKET OVERVIEW

#### A. Major Blood Typing, Grouping and Infectious Disease Screening Tests

##### 1. BLOOD TYPING AND GROUPING TESTS

- a. ABO
- b. Antibody Panels
- c. Antibody Screening
- d. Antigen Typing
- e. Antiglobulin Test
- f. Crossmatch
- g. HLA Typing
- h. Rh
- i. Other Blood Groups

##### 2. BLOOD GROUP GENOTYPING

- a. PCR
- b. PCR-RFLP
- c. AS-PCR or PCR-SSP
- d. Multiplex PCR
- e. Real Time PCR
- f. Sanger DNA Sequencing
- g. Pyrosequencing
- b. Microarrays
  - BeadChip Array
  - BloodChip
  - Genome Lab SNP Stream
  - Fluidic Microarray Systems
  - TaqMan OpenArray
- MALDI-TOF-MS
- Mini-Sequencing

##### 3. INFECTIOUS DISEASE SCREENING TESTS

- a. AIDS
  - Structure and Composition
  - Classification
  - Origin of AIDS
  - Animal Lentivirus Systems

Virus Receptors  
HIV Infections in Humans  
Pathogenesis & Pathology  
    Overview of Course of HIV Infection  
CD4T Lymphocytes and Memory Cells  
Monocytes and Macrophages  
Lymphoid Organs  
Neural Cells  
Viral Coinfections  
    Clinical Findings  
Plasma Viral Load  
Pediactric AIDS  
    Neurologic Disease  
    Opportunistic Infections  
    Protozoa  
    Fungi  
    Bacteria  
Viruses  
Cancer  
Immunity  
Laboratory Diagnosis  
    Virus Isolation  
    Serology  
    Detection of Viral Nucleic Acid or Antigens  
Epidemiology  
    Worldwide Spread of AIDS  
    United States  
    Routes of Transmission  
Prevention, Treatment, And Control  
    Antiviral Drugs  
    Vaccines Against HIV  
Transmission of HIV in Blood Products  
HIV Transmission in Transplant and  
Artificial Insemination Recipients  
Diagnostic Tests  
Enzyme Immunoassay Interpretation  
Specificity, Sensitivity, and Predictive  
Value of Enzyme Immunoassay Competition Assays  
Western Blot Technique

- Immuno-Fluorescence Assay (IFA)
- Radioimmunoprecipitation
- HIV-1/HIV-2 Combination Testing
- Methods of HIV-Antigen Detection
- Antigen Assays and Blood Screening
- Urine Tests
- DNA Probes
- Overview
- Quantitative Polymerase Chain Reaction
- In Situ PCR
- Needed Improvements
- Viral Load/Drug Resistance Testing
- Genotype and Phenotype Testing
- Blood Banking Considerations
- b. Hepatitis
  - Hepatitis A
  - Hepatitis B
    - Structure and Composition
    - Replication of Hepatitis B Virus
  - Hepatitis C
  - Hepatitis D (Delta Hepatitis)
  - Hepatitis E
  - Hepatitis G
  - Hepatitis Virus Infections In Humans
    - Pathology
  - Clinical Findings
  - Laboratory Features
    - Hepatitis A
    - Hepatitis B
    - Hepatitis C
    - Hepatitis D
    - Hepatitis E
  - Virus-Host Immune Reactions
  - Epidemiology
    - Hepatitis A
    - Hepatitis B
    - Hepatitis C
    - Hepatitis D (Delta Agent)
  - Vaccines and Drugs

- c. Cytomegalovirus
  - Background
  - Chorioretinitis
  - Gastrointestinal
  - Central Nervous System Disease
  - Diagnostic Tests
  - Vaccines and Drugs
- d. Syphilis
  - Background
  - Diagnostic Tests
  - Vaccines and Drugs
- e. West Nile Virus
  - Background
  - Clinical Syndromes
  - Diagnostic Tests
  - Vaccines and Drugs
- f. Parvovirus B19
  - Microbiology
  - Epidemiology
  - Clinical Syndromes
    - Erythema Infectiosum Slapped (cheek)
    - Adult Polyarthropathy
    - Transient Aplastic Crisis
    - Transient Pancytopenia
    - Red Cell Aplasia in the Immunocompromised
    - Perinatal Infections
  - Diagnosis
  - Treatment
- g. Creutzfeldt-Jakob's Disease
  - Background
  - Transmission
  - Diagnostic Tests
  - Major Commercial and Academic Players
    - Bayer
    - Disease Sciences/BioTec Global
    - Imperial College School of Medicine
    - Ortho-Clinical Diagnostics
    - Pall
    - ProMetic Life Sciences

Proteome Sciences/Idexx  
Q-One Biotech  
Serono  
U.S. Agricultural Research Service

Drugs  
Vaccines

h. Malaria  
i. Chagas Disease  
j. Babesiosis

#### 4. PATHOGEN REDUCTION

#### 5. LEUKOCYTE REDUCTION

Background

Methods

B. Instrumentation Review: Operating Characteristics, Features and Selling Prices of Leading Automated and Semiautomated Analyzers Manufactured by:

Abbott

Beckman Coulter/Danaher

Becton Dickinson

Bio-Rad

BioMerieux

Cepheid

Curtis Unyvero

Gen-Probe/Hologic

GenMark

Grifols

HTG

Immucor

Life Technologies

Nanosphere

Ortho-Clinical Diagnostics

Qiagen

Roche

Sarstedt

Siemens

Tecan

C. Major in Vitro Diagnostic Technologies and Their Potential Applications

#### 1. MOLECULAR DIAGNOSTICS

a. Overview

b. NAT



## 2. MONOCLONAL AND POLYCLONAL ANTIBODIES

### 3. IMMUNOASSAYS

- a. Technological Principle
- b. Chemiluminescence
- c. Enzyme Immunoassays (EIA)

Overview

ELISA

EMIT

Electrochemical

- d. Radioimmunoassays (RIA)

- e. Immunoprecipitation

- f. Affinity Chromatography

### 4. MICROTITRATION PLATES

### 5. IT AND AUTOMATION

### 6. LASERS

### 7. ROBOTICS

### 8. SYNTHETIC RED CELL SUBSTITUTES

### 9. GENETICALLY ENGINEERED BLOOD COMPONENTS

- a. Albumin
- b. Factor VIII
- c. Alpha-2 Antiplasmin
- d. Antithrombin III
- e. Factor IX
- f. Von Willebrand's Factor
- g. Fibrinogen
- h. t-PA

### 10. BLOOD PRESERVATION

### 11. AUTOLOGOUS BLOOD TRANSFUSION/FREEZING

## **3. GERMANY**

A. Executive Summary

B. Business Environment

C. Market Structure

D. Market Size, Growth and Major Supplier Sales and Market Shares for Blood Typing, Grouping and Infectious Disease Screening Tests

## **4. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES**

- A. Molecular Blood Typing and Grouping
- B. Infectious Disease Screening
- C. Auxiliary

## **5. ALTERNATIVE MARKET PENETRATION STRATEGIES**

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts

## **6. POTENTIAL MARKET ENTRY BARRIERS AND RISKS**

- A. Market Maturity
- B. Cost Containment
- C. Competition
- D. Technological Edge and Limitations
- E. Patent Protection

## **7. COMPETITIVE ASSESSMENTS**

Abbott  
Beckman Coulter/Danaher  
Becton Dickinson  
Biokit  
BioMerieux  
Bio-Rad  
CellMark Forensics/LabCorp  
Diagast  
DiaSorin  
Fujirebio  
Grifols  
Hologic/Gen-Probe  
Immucor  
Ortho-Clinical Diagnostics  
Proteome Sciences  
Quest Diagnostics  
Quidel  
Roche  
Siemens

Tecan  
Thermo Fisher

## List Of Tables

### LIST OF TABLES

Major Companies Developing or Marketing Blood Typing and Grouping Tests

Major Companies Developing or Marketing HLA Typing Tests

Major Companies Developing or Marketing AIDS Tests

Major Companies Developing or Marketing Hepatitis Tests

Major Companies Developing or Marketing CMV Tests

Major Companies Developing or Marketing Syphilis Tests

Major Companies Developing or Marketing Blood Bank Analyzers

Executive Summary Table: Germany, Total Blood Bank Test Volume and Reagent Sales Forecast by Test Category

Germany, Facilities Performing Blood Bank Tests by Market Segment

Germany, Hospital Laboratories Performing Blood Bank Tests by Bed Size

Germany, Commercial/Private Laboratories Performing Blood Bank Tests by Annual Test Volume

Germany, All Market Segments Blood Typing and Grouping Test Volume Forecast by Market Segment

Germany, All Market Segments Blood Typing and Grouping Test Volume Forecast

Germany, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast

Germany, Blood Banks Blood Typing and Grouping Test Volume Forecast

Germany, Commercial/Private Laboratories Blood Typing and Grouping Test Volume Forecast

Germany, All Market Segments Infectious Disease Screening Test Volume Forecast by Market Segment

Germany, All Market Segments Infectious Disease Screening Test Volume Forecast

Germany, Blood Banks Infectious Disease Screening Test Volume Forecast

Germany, Commercial/Private Laboratories Infectious Disease Screening Test Volume Forecast

Germany, Hospital Laboratories Infectious Disease Screening Test Volume Forecast

Germany, All Market Segments Blood Typing and Grouping Reagent Market Forecast by Market Segment

Germany, All Market Segments Blood Typing and Grouping Reagent Market Forecast by Major Test

Germany, Hospital Laboratories Blood Typing and Grouping Reagent Market Forecast by Major Test

Germany, Blood Banks Blood Typing and Grouping Reagent Market By Major Test Forecast

Germany, Commercial/Private Laboratories Blood Typing and Grouping Reagent Market Forecast by Major Test

Germany, All Market Segments Infectious Disease Screening Reagent Market Forecast by Market Segment

Germany, All Market Segments Infectious Disease Screening Reagent Market Forecast by Test

Germany, Blood Banks Infectious Disease Screening Reagent Market Forecast by Test

Germany, Commercial/Private Laboratories Infectious Disease Screening Reagent Market Forecast by Test

Germany, Hospital Laboratories Infectious Disease Screening Reagent Market Forecast by Test

Germany, Major Suppliers of Blood Typing and Grouping Reagents Estimated Sales and Market Shares

Germany, HIV-1/2 Blood Screening Market, Reagent Sales by Major Supplier

Germany, Hepatitis Blood Screening Market, Reagent Sales by Major Supplier

Germany, HIV/Hepatitis NAT Market, Reagent Sales by Major Supplier

Germany, CMV Blood Screening Market, Reagent Sales by Major Supplier

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