

# Germany Blood Typing, Grouping and Infectious Disease Screening Market 2013: Sales Forecasts, Supplier Shares, Competitive Strategies

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## Abstracts

This comprehensive report is designed to help current suppliers and potential market entrants identify and evaluate emerging opportunities in the German blood banking market during the next five years, and assist industry executives in developing effective business, new product development and marketing strategies.

The report explores future marketing and technological trends in Germany; provides test volume and sales forecasts by market segment/test location; 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 for leading suppliers of blood banking products 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 typing, grouping and infectious disease screening tests, including NAT, by market segment:
  - Blood Centers
  - Hospitals
  - Commercial/Private Laboratories

### Current and Emerging Products

- Analysis of current and emerging blood typing, grouping and infectious disease screening tests.
- Review of automated and semi-automated analyzers.

### 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.

## Strategic Recommendations

- New product development opportunities with significant market appeal.
- Alternative market penetration strategies.
- Potential market entry barriers and risks.

Contains 426 pages and 42 tables

## Contents

### **I. INTRODUCTION**

### **II. WORLDWIDE TECHNOLOGY AND MARKET OVERVIEW**

#### **A. MAJOR BLOOD TYPING, GROUPING AND INFECTIOUS DISEASE SCREENING TESTS**

1. Blood Typing and Grouping Tests
2. Infectious Disease Screening Tests
  - a. AIDS
  - b. Hepatitis
  - c. Cytomegalovirus
  - d. Syphilis
  - e. West Nile Virus
  - f. Parvovirus B19
  - g. Creutzfeldt-Jakob's Disease
  - h. Malaria
  - i. Chagas Disease
  - j. Babesiosis
3. Pathogen Reduction
4. Leukocyte Reduction

#### **B. INSTRUMENTATION REVIEW: OPERATING CHARACTERISTICS, FEATURES AND SELLING PRICES OF LEADING AUTOMATED AND SEMIAUTOMATED ANALYZERS**

#### **C. MAJOR IN VITRO DIAGNOSTIC TECHNOLOGIES AND THEIR POTENTIAL APPLICATIONS**

1. Molecular Diagnostics
2. Monoclonal and Polyclonal Antibodies
3. Immunoassays
4. Microtitration Plates
5. IT and Automation
6. Lasers
7. Robotics
8. Synthetic Red Cell Substitutes

- 9. Genetically Engineered Blood Components
- 10. Blood Preservation
- 11. Autologous Blood Transfusion/Freezing

### **III. GERMANY**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Growth and Major Suppliers' Sales and Market Shares for Blood Typing, Grouping and Infectious Disease Screening Tests

### **IV. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES**

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

### **V. ALTERNATIVE MARKET PENETRATION STRATEGIES**

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

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

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

### **VII. COMPETITIVE ASSESSMENTS**

- Abbott
- Beckman Coulter/Danaher
- Becton Dickinson
- Biokit
- BioMerieux

- Bio-Rad
- Diagast
- DiaSorin
- Fujirebio/Innogenetics
- Hologic/Gen-Probe
- Grifols
- Immucor
- Novartis Diagnostics
- Ortho-Clinical Diagnostics
- Orchid CellMark
- Proteome Sciences
- Quest Diagnostics
- Quidel
- Roche
- Siemens
- Tecan

## **XII. APPENDIX: ASSUMED CURRENCY EXCHANGE RATES**

## 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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