

# **2017 Germany Transfusion Diagnostics Market: Future Horizons and Growth Strategies--Instrument and Reagents Supplier Shares, Country Segment Forecasts, Competitive Intelligence, Opportunities**

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## **Abstracts**

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

This comprehensive report is designed to help current suppliers and potential market entrants identify and evaluate emerging opportunities in the German transfusion diagnostic 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 transfusion diagnostic 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 country and 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 transfusion diagnostics 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. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES

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

### III. ALTERNATIVE MARKET PENETRATION STRATEGIES

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

### IV. POTENTIAL MARKET ENTRY BARRIERS AND RISKS

- A. Market Maturity
- B. Cost Containment
- C. Competition
- D. Technological Edge and Limitations
- E. Patent Protection
- V. 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. INFECTIOUS DISEASE SCREENING TESTS
    - a. AIDS/HIV

Background

Diagnostic Tests

Enzyme Immunoassay  
Viral Load/Drug Resistance Testing  
Genotype and Phenotype Testing  
Blood Banking Considerations  
    b. Hepatitis Markers  
Hepatitis A  
Hepatitis B  
Hepatitis C  
Hepatitis D (Delta Hepatitis)  
Hepatitis E  
Hepatitis G  
Vaccines and Drugs  
    c. Cytomegalovirus  
Background  
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  
Diagnostic Test  
Vaccines and Drugs  
    g. Creutzfeldt-Jakob's Disease  
Background  
Transmission  
Diagnostic Tests  
Vaccines and Drugs  
    h. Malaria  
    i. Chagas Disease  
    j. Babesiosis

- 3. PATHOGEN REDUCTION
- 4. LEUKOCYTE REDUCTION

Background

Methods

B. Instrumentation Review: Operating Characteristics, Features and Selling Prices of Leading Blood Typing, Grouping and Infectious Disease Screening Automated and Semiautomated Analyzers

C. Major Blood Banking 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

VI. Germany Blood Banking Market

A. EXECUTIVE SUMMARY

B. Business Environment

C. Market Structure

D. Market Size, Test Volume and Sales Forecasts, by Market Segment, Major Supplier Sales and Market Shares

VII. Competitive Assessments

Abbott

Beckman Coulter/Danaher

Becton Dickinson

Biokit

BioMerieux

Bio-Rad

CellMark Forensics/LabCorp

Diagast

DiaSorin

Fujirebio

Hologic/Gen-Probe

Grifols

Immucor

Ortho-Clinical Diagnostics

Proteome Sciences

Quest Diagnostics

Quidel

Roche

Siemens

Tecan

## 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 ByMajor Test

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

Germany, Blood Banks Blood Typing and Grouping Reagent Market ByMajor 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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