

# **2017 Herpes Markers Testing Market: US, Europe (France, Germany, Italy, Spain, UK), Japan--Supplier Shares, Sales Forecasts, Innovative Technologies, Competitive Strategies, Emerging Opportunities**

<https://marketpublishers.com/r/H558D4FC354EN.html>

Date: March 2017

Pages: 241

Price: US\$ 4,905.00 (Single User License)

ID: H558D4FC354EN

## **Abstracts**

The report presents a detailed analysis of the Herpes diagnostics market in the US, Europe, (France, Germany, Italy, Spain, UK) and Japan. Current scientific views on the Herpes definition, epidemiology and etiology are reviewed. The report provides the 5-year test volume and sales forecasts by country for Herpes Simplex I/II and Herpes Type VI testing for the following markets:

Hospitals

Commercial/Private Labs

Physician Offices

Public Health Labs

For each country, in addition to test volume and sales projections, the report presents sales and market share estimates for major suppliers of Hepatitis tests. Also, the report examines the market applications of DNA Probes, Monoclonal Antibodies, Immunoassays, IT and other technologies; reviews features and operating characteristics of automated analyzers; profiles leading suppliers and recent market entrants developing innovative technologies and products; and identifies emerging business expansion opportunities, alternative market penetration strategies, market entry barriers and risks, and strategic planning issues and concerns.

Contains 241 pages and 22 tables

## Contents

### **I. INTRODUCTION**

### **II. WORLDWIDE TEST OVERVIEW, TECHNOLOGIES AND INSTRUMENTATION**

- A. Background, Diagnostic Tests, Vaccines and Drugs
- B. Instrumentation Review: Operating Characteristics, Features and Selling Principles of Leading Infectious Disease Automated and Semi-automated Analyzers
- C. Emerging Infectious Disease 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. Others
- D. Personal Testing

### **III. COUNTRY ANALYSES: SALES AND VOLUME FORECASTS**

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

- A. Instrumentation
- B. Reagent Kits and Test Systems/Panels
- C. Information Technology
- D. Auxiliary Products

### **V. DESIGN CRITERIA FOR DECENTRALIZED TESTING PRODUCTS**

### **VI. ALTERNATIVE MARKET PENETRATION STRATEGIES**

- A. Internal Development
- B. Collaborative Arrangements

- C. University Contracts
- D. Distribution Strategies for Decentralized Testing Markets

## **VII. 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

## **VIII. COMPETITIVE ASSESSMENTS**

Abbott  
Affymetrix  
Beckman Coulter/Danaher  
Becton Dickinson  
bioMerieux  
Bio-Rad  
Cepheid  
Diamedix/Erba  
DiaSorin  
Eiken Chemical  
Elitech Group  
Enzo Biochem  
Fujirebio  
Grifols  
Hologic/Gen-Probe  
ID Biomedical/GSK  
Kreatech/Leica  
Lonza  
Ortho-Clinical Diagnostics  
Qiagen  
Roche  
Scienion  
Sequenom  
SeraCare

Siemens  
Takara Bio  
Thermo Fisher/Life Technology  
Wallac/PE  
Wako

## I would like to order

Product name: 2017 Herpes Markers Testing Market: US, Europe (France, Germany, Italy, Spain, UK), Japan--Supplier Shares, Sales Forecasts, Innovative Technologies, Competitive Strategies, Emerging Opportunities

Product link: <https://marketpublishers.com/r/H558D4FC354EN.html>

Price: US\$ 4,905.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H558D4FC354EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970