

# **Influenza 2017-2021: US, Europe, Japan--Opportunities for Suppliers, Market Segment Forecasts and Shares, Competitive Strategies, Emerging Technologies, Instrumentation Review**

<https://marketpublishers.com/r/I3116E3467CEN.html>

Date: December 2016

Pages: 232

Price: US\$ 3,480.00 (Single User License)

ID: I3116E3467CEN

## **Abstracts**

The report presents a detailed analysis of the Influenza diagnostics market in the US, Europe, (France, Germany, Italy, Spain, UK) and Japan. Current scientific views on the Influenza definition, epidemiology and etiology are reviewed. The report provides the 5- and 10-year test volume and sales forecasts by country for the following market segments

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 Influenza 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.

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