

Innovative Blood Banking Technologies and Emerging Markets

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Abstracts

This unique 800-page report contains 240 tables, and provides test volume and sales forecasts for over 40 typing, grouping, and infectious disease screening tests, as well as supplier sales and shares by test, market segment and country. Available by country and section. This comprehensive seven-country report is designed to help current suppliers and potential market entrants identify and evaluate emerging opportunities in the global blood banking market during the next ten years, and to assist industry executives in developing effective business, new product development and marketing strategies. The report explores future marketing and technological trends in the US, Europe and Japan; 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 ten years. During the next ten years, the blood banking market will 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.

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