

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.

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

- 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

Structure and Composition

Classification

Origin of AIDS

Animal Lentivirus Systems

Virus Receptors

HIV Infections in Humans

Pathogenesis & Pathology

Overview of Course of HIV Infection

CD4T Lymphocytes and Memory Cells

Monocytes and Macrophages

Lymphoid Organs

Neural Cells

Viral Coinfections

Clinical Findings

Plasma Viral Load

Pediatric AIDS

Neurologic Disease

Opportunistic Infections

Protozoa

Fungi

Bacteria
Viruses
Cancer
Immunity
Laboratory Diagnosis
Virus Isolation
Serology
Detection of Viral Nucleic Acid or Antigens
Epidemiology
Worldwide Spread of AIDS
United States
Routes of Transmission
Prevention, Treatment, And Control
Antiviral Drugs
Vaccines Against HIV
Transmission of HIV in Blood Products
HIV Transmission in Transplant and Artificial Insemination Recipients
Diagnostic Tests
Enzyme Immunoassay Interpretation
Specificity, Sensitivity, and Predictive
Value of Enzyme Immunoassay
Competition Assays
Western Blot Technique
Immuno-Fluorescence Assay (IFA)
Radioimmunoprecipitation
HIV-1/HIV-2 Combination Testing
Methods of HIV-Antigen Detection
Antigen Assays and Blood Screening
Urine Tests
DNA Probes
Overview
Quantitative Polymerase Chain Reaction
In Situ PCR
Needed Improvements
Viral Load/Drug Resistance Testing
Genotype and Phenotype Testing
Blood Banking Considerations
b. Hepatitis
Hepatitis A

- Hepatitis B
 - Structure and Composition
 - Replication of Hepatitis B Virus
- Hepatitis C
- Hepatitis D (Delta Hepatitis)
- Hepatitis E
- Hepatitis G
- Hepatitis Virus Infections In Humans
- Pathology
- Clinical Findings
- Laboratory Features
- Hepatitis A
- Hepatitis B
- Hepatitis C
- Hepatitis D
- Hepatitis E
- Virus-Host Immune Reactions
- Epidemiology
- Hepatitis A
- Hepatitis B
- Hepatitis C
- Hepatitis D (Delta Agent)
- Vaccines and Drugs
- c. Cytomegalovirus
 - Background
 - Chorioretinitis
 - Gastrointestinal
 - Central Nervous System Disease
 - 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

Erythema Infectiosum Slapped (cheek)

Adult Polyarthropathy

Transient Aplastic Crisis

Transient Pancytopenia

Red Cell Aplasia in the Immunocompromised

Perinatal Infections

Diagnosis

Treatment

g. Creutzfeldt-Jakob's Disease

Background

Transmission

Diagnostic Tests

Major Commercial and Academic Players

Bayer

Disease Sciences/BioTec Global

Imperial College School of Medicine

Ortho-Clinical Diagnostics

Pall

ProMetic Life Sciences

Proteome Sciences/Idexx

Q-One Biotech

Serono

U.S. Agricultural Research Service

Drugs

Vaccines

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 Automated and Semiautomated Analyzers Manufactured by:

Abbott

Beckman Coulter/Danaher

Bio-Rad

BioMerieux

Gen-Probe

Grifols

Immucor

Nanosphere

Ortho-Clinical Diagnostics

Roche

Sarstedt

Siemens

Tecan

C. Major in Vitro Diagnostic Technologies And Their Potential Applications

1. Molecular Diagnostics

a. Overview

b. NAT

2. Monoclonal and Polyclonal Antibodies

3. Immunoassays

a. Technological Principle

b. Chemiluminescence

c. Enzyme Immunoassays (EIA)

Overview

ELISA

EMIT

Electrochemical

d. Radioimmunoassays (RIA)

e. Immunoprecipitation

f. Affinity Chromatography

4. Microtitration Plates

5. IT and Automation

6. Lasers

7. Robotics

8. Synthetic Red Cell Substitutes

9. Genetically Engineered Blood Components

a. Albumin

b. Factor VIII

c. Alpha-2 Antiplasmin

d. Antithrombin III

e. Factor IX

- f. Von Willebrand's Factor
- g. Fibrinogen
- h. t-PA
- 10. Blood Preservation
- 11. Autologous Blood Transfusion/Freezing
- D. Worldwide Market Overview
 - 1. Business Environment
 - 2. Market Structure
 - 3. Market Size and Growth France
 - 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 Germany
 - 4. Market Size, Growth and Major Suppliers' Sales and Market Shares for Blood Typing, Grouping and Infectious Disease Screening Tests Italy
 - 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 Japan
 - 5. Market Size, Growth and Major Suppliers' Sales and Market Shares for Blood Typing, Grouping and Infectious Disease Screening Tests Spain
 - 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 U.K.
 - 6. Market Size, Growth and Major Suppliers' Sales and Market Shares for Blood Typing, Grouping and Infectious Disease Screening Tests U.S.A.
 - 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 U.S.A.

- A. Executive Summary
- B. Business Environment
 - 1. Overview
 - 2. Health Care Expenditures
 - 3 Cost Consciousness
 - 4. Industry Consolidation
 - 5. Managed Care
 - 6. Hospitals
 - 7. Admissions
 - 8. Length of Stay
 - 9. Industry Diversification
 - 10. Physician Demographics
 - 11. Population Aging
 - a. Chronic Illnesses
 - b. Disease Incidence
 - c. Susceptibility to Latrogenesis
 - d. Multiple Illness Cases
 - 12. Laboratory Regulations
- C. Market Structure
- D. Market Size, Growth and Major Suppliers' Sales and Market Shares for Blood Typing, Grouping and Infectious Disease Screening Tests Major Product Development Opportunities
 - A. Blood Typing and Grouping
 - B. Infectious Disease Screening
 - C. Auxiliary Alternative Market Penetration Strategies
 - A. Internal Development
 - B. Collaborative Arrangements
 - C. University Contracts Potential Market Entry Barriers and Risks
 - A. Market Maturity
 - B. Cost Containment
 - C. Competition
 - D. Technological Edge and Limitations
 - E. Patent Protection Competitive Assessments
 - Abbott
 - Beckman Coulter/Danaher
 - Becton Dickinson
 - Biokit
 - BioMerieux
 - Bio-Rad

Diagast
DiaSorin
Fujirebio
Gen-Probe
Grifols
Immucor
Innogenetics
Ortho-Clinical Diagnostics
Orchid CellMark
Novartis Diagnostics
Proteome Sciences
Roche
Siemens
Tecan

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

Worldwide, All Market Segments, Facilities Performing Blood Bank Tests By Country

Worldwide, All Market Segments, Total Blood Typing and Grouping Test Volume Forecast By Country

Worldwide, All Market Segments, Total Infectious Disease Screening Test Volume Forecast Worldwide, All Market Segments, Total Blood Typing and Grouping Reagent Market Forecast By Country

Worldwide, All Market Segments, Total Infectious Disease Reagent Market Forecast By Country

Executive Summary Table: France, Total Blood Bank Test Volume and Reagent Sales Forecast By Test Category

France, Facilities Performing Blood Bank Tests by Market Segment

France, Hospital Laboratories Performing Blood Bank Tests by Bed Size

France, Commercial/Private Laboratories Performing Blood Bank Tests By Annual Test Volume France, All Market Segments Blood Typing And Grouping Test Volume Forecast by Market Segment

France, All Market Segments Blood Typing And Grouping Test Volume Forecast

France, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast

France, Blood Banks Blood Typing And Grouping Test Volume Forecast France, Commercial/Private Laboratories Blood Typing and Grouping Test Volume Forecast

France, All Market Segments Infectious Disease Screening Test Volume Forecast By Market Segment

France, All Market Segments Infectious Disease Screening Test Volume Forecast

France, Blood Banks Infectious Disease Screening Test Volume Forecast

France, Commercial/Private Laboratories Infectious Disease Screening Test Volume Forecast

France, Hospital Laboratories Infectious Disease Screening Test Volume Forecast

France, All Market Segments Blood Typing And Grouping Reagent Market Forecast By Market Segment

France, All Market Segments Blood Typing And Grouping Reagent Market Forecast By Major Test

France, Hospital Laboratories Blood Typing and Grouping Reagent Market

Forecast By Major

France, Blood Banks Blood Typing and Grouping Reagent Market Forecast by Major Test
France, Commercial/Private Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

France, All Market Segments Infectious Disease Screening Reagent Market Forecast By Market Segment

France, All Market Segments Infectious Disease Screening Reagent Market Forecast By Test

France, Blood Banks Infectious Disease Screening Reagent Market Forecast by Test

France, Commercial/Private Laboratories Infectious Disease Screening Reagent Market Forecast By Test

France, Hospital Laboratories Infectious Disease Screening Reagent Market Forecast by Test

France, Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And Market Shares

France, HIV/HTLV Blood Screening Market, Reagent Sales by Major Supplier

France, Hepatitis Blood Screening Market, Reagent Sales by Major Supplier

France, HIV/Hepatitis NAT Screening Market Reagent Sales by Major Supplier

France, CMV Blood Screening Market, Reagent Sales By Major Supplier

France, Syphilis Blood Screening Market, Reagent Sales By Major Supplier

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
Executive Summary Table: Italy, Total Blood Bank Test Volume and Reagent Sales
Forecast by Test Category
Italy, Facilities Performing Blood Bank Tests by Market Segment
Italy, Hospital Laboratories Performing Blood Bank Tests by Bed Size
Italy, Commercial/Private Laboratories Performing Blood Bank Tests by Annual Test
Volume
Italy, All Market Segments Blood Typing And Grouping Test Volume by Market
Segment
Italy, All Market Segments Blood Typing And Grouping Test Volume Forecast
Italy, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast
Italy, Blood Banks Blood Typing And Grouping Test Volume Forecast
Italy, Commercial/Private Laboratories Blood Typing and Grouping Test Volume
Forecast

Italy, All Market Segments Infectious Disease Screening Test Volume Forecast by Market Segment

Italy, All Market Segments Infectious Disease Screening Test Volume Forecast

Italy, Blood Banks Infectious Disease Screening Test Volume Forecast

Italy, Commercial/Private Laboratories Infectious Disease Screening Test Volume Forecast

Italy, Hospital Laboratories Infectious Disease Screening Test Volume Forecast

Italy, All Market Segments Blood Typing and Grouping Reagent Market Forecast by Market Segment

Italy, All Market Segments Blood Typing And Grouping Reagent Market Forecast by Major Test

Italy, Hospital Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

Italy, Blood Banks Blood Typing and Grouping Reagent Market Forecast by Major Test

Italy, Commercial/Private Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

Italy, All Market Segments Infectious Disease Screening Reagent Market Forecast by Market Segment

Italy, All Market Segments Infectious Disease Screening Reagent Market Forecast by Test

Italy, Blood Banks Infectious Disease Screening Reagent Market Forecast by Test

Italy, Commercial/Private Laboratories Infectious Disease Screening Reagent Market Forecast by Test

Italy, Hospital Laboratories Infectious Disease Screening Reagent Market Forecast By Test

Italy, Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And Market Shares

Italy, AIDS/Hepatitis Blood Screening Market, Reagent Sales by Major Supplier

Italy, HIV/Hepatitis NAT Market, Reagent Sales by Major Supplier

Italy, CMV Blood Screening Market, Reagent Sales By Major Supplier

Executive Summary Table: Japan, Total Blood Bank Test Volume and Reagent Sales Forecast by Test Category

Japan, Facilities Performing Blood Bank Tests by Market Segment

Japan, Hospital Laboratories Performing Blood Bank Tests By Bed Size

Japan, Commercial/Private Laboratories Performing Blood Bank Tests by Annual Test Volume

Japan, All Market Segments Blood Typing and Grouping Test Volume Forecast by Market Segment

Japan, All Market Segments Blood Typing and Grouping Test Volume Forecast

Japan, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast
Japan, Blood Banks Blood Typing and Grouping Test Volume Forecast
Japan, Commercial/Private Laboratories Blood Typing and Grouping Test Volume Forecast
Japan, All Market Segments Infectious Disease Screening Test Volume Forecast by Market Segment
Japan, All Market Segments Infectious Disease Screening Test Volume Forecast
Japan, Blood Banks Infectious Disease Screening Test Volume Forecast
Japan, Commercial/Private Laboratories Infectious Disease Screening Test Volume Forecast
Japan, Hospital Laboratories Infectious Disease Screening Test Volume Forecast
Japan, All Market Segments Blood Typing and Grouping Reagent Market Forecast By Market Segment
Japan, All Market Segments Blood Typing And Grouping Reagent Market Forecast by Major Test
Japan, Hospital Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test
Japan, Blood Banks Blood Typing and Grouping Reagent Market By Major Test Forecast
Japan, Commercial/Private Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test
Japan, All Market Segments Infectious Disease Screening Reagent Market Forecast By Market Segment
Japan, All Market Segments Infectious Disease Screening Reagent Market Forecast by Test
Japan, Blood Banks Infectious Disease Screening Reagent Market Forecast by Test
Japan, Commercial/Private Laboratories Infectious Disease Screening Reagent Market Forecast By Test
Japan, Hospital Laboratories Infectious Disease Screening Reagent Market Forecast by Test
Japan, Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And Market Shares
Japan, HIV/HTLV Blood Screening Market, Reagent Sales by Major Supplier
Japan, Hepatitis C Blood Screening Market, Reagent Sales by Major Supplier
Japan, CMV Blood Screening Market, Reagent Sales by Major Supplier
Japan, Syphilis Blood Screening Market, Reagent Sales by Major Supplier
Executive Summary Table: Spain, Total Blood Bank Test Volume and Reagent Sales Forecast by Test Category
Spain, Facilities Performing Blood Bank Tests by Market Segment

Spain, Hospital Laboratories Performing Blood Bank Tests by Bed Size

Spain, Commercial/Private Laboratories Performing Blood Bank Tests by Annual Test Volume

Spain, All Market Segments Blood Typing And Grouping Test Volume Forecast by Market Segment

Spain, All Market Segments Blood Typing and Grouping Test Volume Forecast

Spain, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast

Spain, Blood Banks Blood Typing And Grouping Test Volume Forecast

Spain, Commercial/Private Laboratories Blood Typing and Grouping Test Volume Forecast

Spain, All Market Segments Infectious Disease Screening Test Volume Forecast By Market Segment

Spain, All Market Segments Infectious Disease Screening Test Volume Forecast

Spain, Blood Banks Infectious Disease Screening Test Volume Forecast

Spain, Commercial/Private Laboratories Infectious Disease Screening Test Volume Forecast

Spain, Hospital Laboratories Infectious Disease Screening Test Volume Forecast

Spain, All Market Segments Blood Typing And Grouping Reagent Market Forecast By Market Segment

Spain, All Market Segments Blood Typing And Grouping Reagent Market Forecast by Major Test

Spain, Hospital Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

Spain, Blood Banks Blood Typing and Grouping Reagent Market By Major Test Forecast

Spain, Commercial/Private Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

Spain, All Market Segments Infectious Disease Screening Reagent Market Forecast by Market Segment

Spain, All Market Segments Infectious Disease Screening Reagent Market Forecast by Test

Spain, Blood Banks Infectious Disease Screening Reagent Market Forecast by Test

Spain, Commercial/Private Laboratories Infectious Disease Screening Reagent Market Forecast By Test

Spain, Hospital Laboratories Infectious Disease Screening Reagent Market Forecast by Test

Spain, Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And Market Shares

Spain, HIV-1/2 Blood Screening Market, Reagent Sales by Major Supplier

Spain, Hepatitis Blood Screening Market, Reagent Sales by Major Supplier
Spain, HIV/Hepatitis NAT Market, Reagent Sales by Major Supplier
Spain, CMV Blood Screening Market, Reagent Sales by Major Supplier
Spain, Syphilis Blood Screening Market, Reagent Sales by Major Supplier
Executive Summary Table: U.K., Total Blood Bank Test Volume and Reagent Sales
Forecast by Test Category
U.K., Facilities Performing Blood Bank Tests by Market Segment
U.K., Hospital Laboratories Performing Blood Bank Tests by Bed Size
U.K., Commercial/Private Laboratories Performing Blood Bank Tests by Annual Test
Volume
U.K., All Market Segments Blood Typing And Grouping Test Volume Forecast by
Market Segment
U.K., All Market Segments Blood Typing And Grouping Test Volume Forecast
U.K., Hospital Laboratories Blood Typing and Grouping Test Volume Forecast
U.K., Blood Banks Blood Typing And Grouping Test Volume Forecast
U.K., Commercial/Private Laboratories Blood Typing and Grouping Test Volume
Forecast
U.K., All Market Segments Infectious Disease Screening Test Volume Forecast by
Market Segment
U.K., All Market Segments Infectious Disease Screening Test Volume Forecast
U.K., Blood Banks Infectious Disease Screening Test Volume Forecast
U.K., Hospital Laboratories Infectious Disease Screening Test Volume Forecast
U.K., Commercial/Private Laboratories Infectious Disease Screening Test Volume
Forecast
U.K., All Market Segments Blood Typing And Grouping Reagent Market Forecast By
Market Segment
U.K., All Market Segments Blood Typing And Grouping Reagent Market Forecast by
Major Test
U.K., Hospital Laboratories Blood Typing and Grouping Reagent Market Forecast By
Major Test
U.K., Blood Banks Blood Typing and Grouping Reagent Market Forecast by Major Test
U.K., All Market Segments Infectious Disease Screening Reagent Market Forecast By
Market Segment
U.K., All Market Segments Infectious Disease Screening Reagent Market Forecast
Segment By Test
U.K., Blood Banks Infectious Disease Screening Reagent Market Forecast by Test
U.K., Hospital Laboratories Infectious Disease Screening Reagent Market Forecast By
Test U.K., Commercial/Private Laboratories Infectious Disease Screening Reagent
Market Forecast by Test

U.K., Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And Market Shares

U.K., HIV-1/2 Blood Screening Market, Reagent Sales by Major Supplier

U.K., Hepatitis Blood Screening Market, Reagent Sales by Major Supplier

U.K., Syphilis Blood Screening Market, Reagent Sales by Major Supplier

Executive Summary Table: U.S.A., Total Blood Bank Test Volume and Reagent Sales Forecast by Test Category

U.S.A., Estimated Number of Inpatient and Ambulatory Surgeries

U.S.A., Facilities Performing Blood Bank Tests by Market Segment

U.S.A., Hospital Laboratories Performing Blood Bank Tests by Bed Size

U.S.A., Commercial/Private Laboratories Performing Blood Bank Tests by Annual Test Volume Forecast

U.S.A., Facilities Collecting Whole Blood And Plasma by Market Forecast Segment

U.S.A., Whole Blood and Plasma Collections By Market Forecast Segment

U.S.A., All Market Segments Blood Typing and Grouping Test Volume by Market Forecast Segment

U.S.A., All Market Segments Blood Typing And Grouping Test Volume Forecast

U.S.A., Hospital Laboratories Blood Typing and Grouping Test Volume Forecast

U.S.A., Community and Regional Blood Centers Blood Typing and Grouping Test Volume Forecast

U.S.A., Commercial/Private Laboratories Blood Typing and Grouping Test Volume Forecast

U.S.A., Plasma Fractionation Centers Blood Typing and Grouping Test Volume Forecast

U.S.A., Military Blood Banks Blood Typing and Grouping Test Volume Forecast

U.S.A., All Market Segments Infectious Disease Screening Test Volume Forecast By Market Segment

U.S.A., All Market Segments Infectious Disease Screening Test Volume Forecast

U.S.A., Community and Regional Centers Infectious Disease Screening Test Volume Forecast

U.S.A., Plasma Fractionation Centers Infectious Disease Screening Test Volume Forecast

U.S.A., Hospital Blood Banks Infectious Disease Screening Test Volume Forecast

U.S.A., Military Blood Banks Infectious Disease Screening Test Volume Forecast

U.S.A., All Market Segments Blood Typing And Grouping Reagent Market Forecast by Market Segment

U.S.A., All Market Segments Blood Typing And Grouping Reagent Market Forecast by Market Segment

U.S.A., Hospital Blood Banks Blood Typing And Grouping Reagent Market Forecast by

Major Test U.S.A., Community and Regional Blood Centers Blood Typing and Grouping Reagent Market Forecast By Major Test

U.S.A., Commercial/Private Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

U.S.A., Plasma Fractionation Centers Blood Typing and Grouping Reagent Market Forecast By Major Test

U.S.A., Military Blood Banks Blood Typing And Grouping Reagent Market Forecast by Major Test

U.S.A., All Market Segments Infectious Disease Screening Reagent Market by Market Forecast Segment

U.S.A., All Market Segments Infectious Disease Screening Reagent Market by Market Forecast Segment

U.S.A., Community and Regional Centers Infectious Disease Screening Reagent Market Forecast By Test

U.S.A., Plasma Fractionation Centers Infectious Disease Screening Reagent Market Forecast By Test

U.S.A., Hospital Blood Banks Infectious Disease Screening Reagent Market Forecast By Test

U.S.A., Military Blood Banks Infectious Disease Screening Reagent Market Forecast By Test

U.S.A., Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And Market Shares

U.S.A., HIV/HTLV Blood Screening Market, Reagent Sales by Major Supplier

U.S.A., Hepatitis Blood Screening Market, Reagents Sales by Major Supplier

U.S.A., Hepatitis C Blood Screening Market, Reagent Sales By Major Supplier

U.S.A., HIV/Hepatitis C NAT Market, Reagent Sales By Major Supplier

U.S.A., West Nile Virus NAT Market, Reagent Sales by Major Supplier

U.S.A., CMV Blood Screening Market, Reagent Sales by Major Supplier

U.S.A., Syphilis Blood Screening Market, Reagent Sales by Major Supplier

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