

# Innovative Herpes Diagnostic Technologies and Emerging Markets

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## Abstracts

The report contains 241 pages, 22 tables and 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- and 10-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. HERPES WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW**

#### A. Herpes Simplex Virus

1. Background
2. Diagnostic Tests
3. Vaccines and Drugs

#### B. Human Herpes Virus-6

1. Background  
HIV-6 Infections
2. Diagnostic Tests
3. Vaccines and Drugs

#### C. Instrumentation Review of Leading Analyzers Marketed by Abbott, Beckman Coulter/Danaher, BioMerieux, Ortho-Clinical Diagnostics, Roche, Siemens, Tosoh, Wallac and Other Suppliers

#### D. Emerging 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. Other

### **III. FRANCE: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES**

### **IV. GERMANY: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES**

### **V. ITALY: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND**

## **MARKET SHARES**

### **VI. JAPAN: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES**

### **VII. SPAIN: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES**

### **VIII. UK: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES**

### **IX. USA: MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' SALES AND MARKET SHARES**

## **X. ALTERNATIVE MARKET PENETRATION STRATEGIES**

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts
- D. Distribution Strategies for Decentralized Testing Markets
  - 1. Marketing Approaches
  - 2. Product Complexity
  - 3. Customer Preference
  - 4. Established Suppliers
  - 5. Emerging Suppliers
  - 6. Major Types of Distributors
  - 7. Market Segmentation

## **XI. 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

## **XII. COMPETITIVE ASSESSMENTS**

Abbott  
Affymetrix  
Beckman Coulter/Danaher  
Becton Dickinson  
bioMerieux  
Bio-Rad  
Cepheid  
Diamedix  
DiaSorin  
Eiken Chemical  
Enzo Biochem  
Fujirebio  
Gen-Probe  
Hologic  
ID Biomedical  
Innogenetics/Solvay  
Kreatech  
Life Technology  
Lonza  
Nanogen/Elitech  
Novartis Diagnostics  
Ortho-Clinical Diagnostics  
Qiagen  
Roche  
Scienion  
Sequenom  
SeraCare  
Siemens  
Takara Bio  
Thermo Fisher  
Wallac  
Wako

## List Of Tables

### LIST OF TABLES

Major Companies Developing or Marketing Herpes Tests

France

Herpes Simplex I and II Test Volume and Diagnostics Sales Forecast by Market Segment

France

Herpes Type VI Test Volume and Diagnostics Sales Forecast by Market Segment

France

Herpes Testing Market Diagnostics Sales by Major Supplier

Germany

Herpes Simplex I and II Test Volume and Diagnostics Sales Forecast by Market Segment

Germany

Herpes Type VI Test Volume and Diagnostics Sales Forecast by Market Segment

Germany

Herpes Testing Market Diagnostics Sales by Major Supplier

Italy

Herpes Simplex I and II Test Volume and Diagnostics Sales Forecast by Market Segment

Italy

Herpes Type VI Test Volume and Diagnostics Sales Forecast by Market Segment

U.K.

Herpes Testing Market Diagnostics Sales by Major Supplier

Japan

Herpes Simplex I and II Test Volume and Diagnostics Sales Forecast by Market Segment

Japan

Herpes Type VI Test Volume and Diagnostics Sales Forecast by Market Segment

Japan

Herpes Testing Market Diagnostics Sales by Major Supplier

Spain

Herpes Simplex I and II Test Volume and Diagnostics Sales Forecast by Market Segment

Spain

Herpes Type VI Test Volume and Diagnostics Sales Forecast by Market Segment

Spain

Herpes Testing Market Diagnostics Sales by Major Supplier

U.K.

Herpes Simplex I and II Test Volume and Diagnostics Sales Forecast by Market Segment

U.K.

Herpes Type VI Test Volume and Diagnostics Sales Forecast by Market Segment

U.K.

Herpes Testing Market Diagnostics Sales by Major Supplier

U.S.A.

Herpes Simplex I and II Test Volume and Diagnostics Sales Forecast by Market Segment

U.S.A.

Herpes Type VI Test Volume and Diagnostics Sales Forecast by Market Segment

U.S.A.

Herpes Testing Market Diagnostics Sales by Major Supplier

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