

Future Horizons and Growth Strategies in the Italian Microbiology Testing Market 2015: Supplier Shares and Country Forecasts

<https://marketpublishers.com/r/IB17DA3C7ACEN.html>

Date: June 2015

Pages: 970

Price: US\$ 5,360.00 (Single User License)

ID: IB17DA3C7ACEN

Abstracts

Complete report \$6,700. DataPack (test volumes, sales forecasts, supplier shares) \$4,300.

Future Horizons and Growth Strategies in the Italian Microbiology Testing Market 2015 is a new strategic analysis of major business opportunities emerging in the infectious disease testing market during the next five years. The report examines key Italian market trends; reviews current and emerging assays; analyzes potential applications of innovative diagnostic technologies; forecasts volume and sales for over 100 infectious disease tests by assay, and market segment; provides test volume estimates by method (molecular, serology/immunodiagnosics, culture/microscopy); profiles leading players and potential market entrants; and suggests alternative business expansion strategies for suppliers.

Rationale

This comprehensive report will assist diagnostics industry executives, as well as companies planning to diversify into the dynamic and rapidly expanding microbiology testing market, in evaluating emerging opportunities and developing effective business strategies. Microbiology testing is one of the most rapidly growing segments of the in vitro diagnostics industry, and the greatest challenge facing suppliers during this decade. Among the main driving forces is continuing spread of AIDS, which remains the world's major health threat and a key factor contributing to the rise of opportunistic infections; threat of bioterrorism; advances in molecular diagnostic technologies; and a wider availability of immunosuppressive drugs. Although for some infections the etiology is still a mystery, while for others the causative microorganisms are present in minute

concentrations long before the occurrence of first clinical symptoms, recent advances in genetic engineering and detection technologies are creating exciting opportunities for highly sensitive, specific and cost-effective products.

Opportunities and Strategic Recommendations

Emerging opportunities for new instrumentation, reagents kits, IT and other products with significant market appeal during the next five years. - Design criteria for decentralized testing products. - Alternative market penetration strategies. - Potential market entry barriers and risks. Infectious Diseases Analyzed in the Report AIDS/HIV, Adenovirus, Aeromonads, Bartonella, Blastocystis Hominis, Campylobacter, Candida, Chancroid, Chlamydia, Clostridium, Coronavirus, Coxsackievirus, Cryptosporidium, Cyclospora, CMV, E. Coli, Echovirus, Encephalitis, Enterovirus, EBV, Giardia, Gonorrhea, Granuloma Inguinale, Hantavirus, H. Pylori, Hepatitis, Herpes Influenza, Legionella, Lyme Disease, Lymphogranuloma, Malaria, Measles, Meningitis, Microsporidium, Mononucleosis, Mumps, Mycoplasma, HPV, Parvovirus, Pneumonia, Polyomaviruses, Pseudomonas, Rabies, RSV, Rhinovirus, Rotavirus, Rubella, Salmonella, Septicemia, Shigella, Staphylococci, Streptococci, Syphilis, Toxoplasmosis, Trichomonas, TB, Vibrio, West Nile, Yersinia. Market Segmentation Analysis- Sales and market shares of major suppliers by individual test. - Volume and sales forecasts for over 100 infectious disease assays by individual test and market segment: Hospitals Blood Banks Commercial/Private Laboratories- Test volume estimates by method (molecular, serology/immunodiagnosics, culture/microscopy). - Review of the market dynamics, trends, structure, size, growth and major suppliers. Current and Emerging Products- In-depth examination of over 100 major diseases, including their etiology, current diagnostic tests, vaccines, drugs and market needs. - Review of major analyzers used for infectious disease testing, including their operating characteristics, features and selling prices. Technology Review- Assessment of molecular diagnostic, monoclonal antibody, immunoassay, and other technologies and their potential applications for infectious disease testing. - Global listings of companies developing or marketing infectious disease diagnostic products by individual test.

Competitive Assessments

Strategic assessments of major suppliers and emerging market entrants, including their sales, product portfolios, marketing tactics, collaborative arrangements and new products in R&D.

Contains 970 pages and 155 tables

Contents

INTRODUCTION

WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW

A. Major Infectious Disease Tests

1. AIDS

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs

2. Adenovirus

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs
- d. Adeno-Associated Viruses(AAV)

3. Aeromonas

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs

4. Anthrax/Bacillus Anthracis

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs

5. Arboviruses

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs

6. Babesiosis

- a. Background

7. Bacillary Epithelioid Angiomatosis (BEA)

And Other Bartonella (Rochalimaea)

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs

8. Blastocystis Hominis

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs

9. Brucella
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
10. Campylobacter
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
11. Candida
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
12. Chagas Disease
 - a. Background
13. Chancroid
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
14. Chlamydia
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
15. Clostridium Difficile
 - a. Background
 - b. Diagnostic Tests
 - c. Drugs and Vaccines
16. Coronaviruses
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
17. Coxsackieviruses
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
18. Creutzfeldt-Jakob's Disease
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines
19. Cryptosporidium Parvum

- a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
20. Cyclospora Cayetanensis
- a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
21. Cytomegalovirus
- a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
22. Ebola Virus
- a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
23. E. Coli
- a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
24. EchoVirus
- a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
25. Encephalitis
- a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
26. Enteroviruses
- a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
27. Epstein-Barr Virus
- a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
28. Giardia Lambliia
- a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs

- 29. Gonorrhoea
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
- 30. Granuloma Inguinale
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
- 31. Hantavirus
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
- 32. Helicobacter Pylori
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
- 33. Hepatitis
 - a. Background
 - b. Hepatitis A
 - c. Hepatitis B
 - d. Hepatitis C
 - e. Vaccines and Drugs
- 34. Herpes Simplex Virus
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
- 35. Human Herpes Virus-6 (HHV-6)
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
- 36. Influenza Viruses
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
- 37. Legionella
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
- 38. Lyme Disease

- a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
39. Lymphogranuloma Venereum (LGV)
- a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
40. Malaria
- a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
41. Measles (Rubeola)
- a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
42. Meningitis
- a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
43. Microsporidium
- a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
44. Mononucleosis
- a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
45. Mumps
- a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
46. Mycoplasma
- a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
47. Papillomaviruses
- a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs

- 48. Parvovirus B19
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
- 49. Pneumonia
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
- 50. Polyomaviruses
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
- 51. Pseudomonas Aeruginosa
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
- 52. Rabies
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
- 53. Respiratory Syncytial Virus (RSV)
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
- 54. RhinoViruses
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
- 55. RotaVirus (REOVIRUS)
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
- 56. Rubella(MEASLES)
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
- 57. Salmonellosis
 - a. Background
 - b. Diagnostic Tests

- c. Vaccines and Drugs
- 58. Septicemia
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
- 59. Shigellosis
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
- 60. Staphylococcus Aureus
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
- 61. Streptococci
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
- 62. Syphilis
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
- 63. Toxoplasmosis
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
- 64. Trichomonas Vaginalis
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
- 65. Tuberculosis
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
- 66. Vibrio
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
- 67. West Nile Virus
 - a. Background

- b. Diagnostic Tests
- c. Vaccines and Drugs

68. Yersina

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs

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

C. 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

ITALY

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Growth and Major Suppliers

MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES

- A. Instrumentation
 - B. Reagent Kits and Test Systems/Panels
 - C. Computers, Software and Automation
 - D. Auxiliary Products
- Design Criteria for Decentralized Testing Products

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

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

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 AIDS Tests
Major Companies Developing or Marketing Adenovirus Tests
Major Companies Developing or Marketing Bartonella Tests
Major Companies Developing or Marketing Campylobacter Tests
Major Companies Developing or Marketing Candida Tests
Major Companies Developing or Marketing Chlamydia Tests
Major Companies Developing or Marketing Clostridium Tests
Major Companies Developing or Marketing Coronavirus Tests
Major Companies Developing or Marketing Cryptosporidium Tests
Major Companies Developing or Marketing CMV Tests
Major Companies Developing or Marketing Echovirus Tests
Major Companies Developing or Marketing Enterovirus Tests
Major Companies Developing or Marketing EBV Tests
Major Companies Developing or Marketing Giardia Tests
Major Companies Developing or Marketing Gonorrhoea Tests
Major Companies Developing or Marketing Hantavirus Tests
Major Companies Developing or Marketing Helicobacter Pylori Tests
Major Companies Developing or Marketing Hepatitis Tests
Major Companies Developing or Marketing Herpes Tests
Major Companies Developing or Marketing Influenza Tests
Major Companies Developing or Marketing Legionella Tests
Major Companies Developing or Marketing Lyme Disease Tests
Major Companies Developing or Marketing Lymphogranuloma Tests
Major Companies Developing or Marketing Malaria Tests
Major Companies Developing or Marketing Measles Tests
Major Companies Developing or Marketing Meningitis Tests
Major Companies Developing or Marketing Microsporidium Tests
Major Companies Developing or Marketing Mononucleosis Tests
Major Companies Developing or Marketing Mumps Tests
Major Companies Developing or Marketing Mycoplasma Tests
Major Companies Developing or Marketing Papilloma Virus Tests
Major Companies Developing or Marketing Parvovirus Tests
Major Companies Developing or Marketing Pneumonia Tests
Major Companies Developing or Marketing RSV Tests
Major Companies Developing or Marketing Rotavirus Tests

Major Companies Developing or Marketing Rubella Tests
Major Companies Developing or Marketing Salmonella Tests
Major Companies Developing or Marketing Septicemia Tests
Major Companies Developing or Marketing Shigella Tests
Major Companies Developing or Marketing Staphylococci Tests
Major Companies Developing or Marketing Streptococci Tests
Major Companies Developing or Marketing Syphilis Tests
Major Companies Developing or Marketing Toxoplasmosis Tests
Major Companies Developing or Marketing Trichomonas Tests
Major Companies Developing or Marketing Tuberculosis Tests
Major Companies Developing or Marketing West Nile Tests
Major Companies Developing or Marketing Yersinia Tests
Italy Summary Table All Infectious Diseases Test Volume and Diagnostics Sales
Forecast by Market Segment
Italy Laboratories Performing Infectious Disease Tests by Market Segment
Italy Hospital Laboratories Performing Infectious Disease Tests by Bed Size
Italy Commercial/Private Laboratories Performing Infectious Disease Tests by Annual
Test Volume
Italy All Market Segments Infectious Disease Test Volume Forecast
Italy Hospital Laboratories Infectious Disease Test Volume Forecast
Italy Blood Banks Infectious Disease Test Volume Forecast
Italy Commercial/Private Laboratories Infectious Disease Test Volume Forecast
Italy All Market Segments Infectious Disease Diagnostics Market Forecast
Italy Hospital Laboratories Infectious Disease Diagnostics Market Forecast
Italy Blood Banks Infectious Disease Diagnostics Market Forecast
Italy Commercial/Private Laboratories Infectious Disease Diagnostics Market Forecast
Italy HIV or HIV I/HIVII Test Volume and Diagnostics Sales Forecast by Market
Segment
Italy HIVAg Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Western Blot/Other Confirmatory Test Volume and Diagnostics Sales Forecast by
Market Segment
Italy Adenovirus Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Aeromonads Test Volume and Diagnostics Sales Forecast by Market Segment
Italy BEA Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Blastocystis Hominis Test Volume and Diagnostics Sales Forecast by Market
Segment
Italy Campylobacter Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Candida Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Chancroid Test Volume and Diagnostics Sales Forecast by Market Segment

Italy Chlamydia Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Clostridium Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Coxsackievirus Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Cryptosporidium Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Cyclospora Test Volume and Diagnostics Sales Forecast by Market Segment
Italy CMV Test Volume and Diagnostics Sales Forecast by Market Segment
Italy E. Coli Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Echovirus Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Ecephalitis Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Enterovirus Test Volume and Diagnostics Sales Forecast by Market Segment
Italy EBV Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Giardia Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Gonorrhoea Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Granuloma Inguinale Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Helicobacter Pylori Test Volume and Diagnostics Sales Forecast by Market Segment
Italy HAV NAT Test Volume and Diagnostics Sales Forecast by Market Segment
Italy HBV NAT Test Volume and Diagnostics Sales Forecast by Market Segment
Italy HBsAg Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Hepatitis C Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Anti-HBC Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Anti-HBS Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Anti-HAV Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Hepatitis Delta Test Volume and Diagnostics Sales Forecast by Market Segment
Italy HBcAg Test Volume and Diagnostics Sales Forecast by Market Segment
Italy HBeAg Test Volume and Diagnostics Sales Forecast by Market Segment
Italy ALT/SGPT Test Volume and Diagnostics Sales Forecast by Market Segment
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
Italy HTLV I or HTLV I/HTLV II Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Influenza Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Legionella Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Lyme Disease Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Lymphogranuloma Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Malaria Test Volume and Diagnostics Sales Forecast by Market Segment

Italy Measles Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Meningitis Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Microsporidium Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Mononucleosis Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Mumps Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Mycoplasma Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Papilloma Virus Test Volume and Diagnostics Sales Forecast by Market Segment
Italy ParvoVirus B19 Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Pneumonia Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Polyoma Viruses Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Pseudomonas Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Rabies Test Volume and Diagnostics Sales Forecast by Market Segment
Italy RSV Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Rhinovirus Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Rotavirus Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Rubella Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Salmonella Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Septicemia Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Shigella Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Staphylococci Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Streptococci Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Syphilis Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Toxoplasmosis Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Trichomonas Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Tuberculosis Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Vibrio Test Volume and Diagnostics Sales Forecast by Market Segment
Italy West Nile Test Volume and Diagnostics Sales Forecast by Market Segment
Italy Yersinia Test Volume and Diagnostics Sales Forecast by Market Segment
Italy AIDS Testing Market Diagnostics Sales by Major Supplier
Italy Campylobacter Testing Market Diagnostics Sales by Major Supplier
Italy Candida Testing Market Diagnostics Sales by Major Supplier
Italy CMV Testing Market Diagnostics Sales by Major Supplier
Italy Gonorrhoea Testing Market Diagnostics Sales by Major Supplier
Italy Hepatitis Testing Market Diagnostics Sales by Major Supplier
Italy Hepatitis C Testing Market Diagnostics Sales by Major Supplier
Italy Herpes Testing Market Diagnostics Sales by Major Supplier
Italy Influenza Testing Market Diagnostics Sales by Major Supplier
Italy Meningitis Testing Market Diagnostics Sales by Major Supplier
Italy Mononucleosis Testing Market Diagnostics Sales by Major Supplier

Italy Mycoplasma Testing Market Diagnostics Sales by Major Supplier
Italy RSV Testing Market Diagnostics Sales by Major Supplier
Italy Rheumatoid Arthritis Testing Market Diagnostics Sales by Major Supplier
Italy Rotavirus Testing Market Diagnostics Sales by Major Supplier
Italy Rubella Testing Market Diagnostics Sales by Major Supplier
Italy Septicemia Testing Market Diagnostics Sales by Major Supplier
Italy Streptococci Testing Market Diagnostics Sales by Major Supplier
Italy Toxoplasmosis Testing Market Diagnostics Sales by Major Supplier
Italy Trichomonas Testing Market Diagnostics Sales by Major Supplier
Italy Tuberculosis Testing Market Diagnostics Sales by Major Supplier

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