

# Italy Infectious Disease Testing Market, 2019-2023: Supplier Shares and Strategies, Test Volume and Sales Segment Forecasts, Technology and Instrumentation Review

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## Abstracts

LeadingMarketResearch.com's new report is a 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, Carbapenemase, 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, Norovirus, 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

### **I. INTRODUCTION**

### **II. WORLDWIDE MARKET OVERVIEW**

- A. Business Environment
- B. Market Structure
- C. Market Size and Growth

### **III. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES**

- A. Instrumentation
- B. Reagent Kits and Test Systems/Panels
- C. Information Technology
- D. Auxiliary Products

### **IV. DESIGN CRITERIA FOR DECENTRALIZED TESTING PRODUCTS**

### **V. ALTERNATIVE MARKET PENETRATION STRATEGIES**

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts
- D. Distribution Strategies for Decentralized Testing Markets

### **VI. 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

### **VII. WORLDWIDE OVERVIEW OF MAJOR TESTS, TECHNOLOGIES, AND INSTRUMENTATION**

## A. Major Infectious Disease Tests

1. AIDS: HIV/HIV-1/2/Combo, HIVAg/HIV NAT, Western Blot, HTLV-I/II
2. Adenovirus
3. Aeromonas
4. Anthrax/Bacillus Anthracis
5. Arboviruses
6. Babesiosis
7. Bacillary Epithelioid Angiomatosis (BEA) and Other Bartonella (Rochalimaea)
8. Blastocystis Hominis
9. Brucella
10. Campylobacter
11. Candida
12. Chagas Disease
13. Chancroid
14. Chlamydia
15. Clostridium Difficile
16. Coronaviruses
17. Coxsackieviruses
18. Creutzfeldt-Jakob's Disease
19. Cryptosporidium Parvum
20. Cyclospora Cayetanensis
21. Cytomegalovirus
22. Ebola Virus
23. E. Coli
24. EchoVirus
25. Encephalitis
26. Enteroviruses
27. Epstein-Barr Virus
28. Giardia Lamblia
29. Gonorrhoea
30. Granuloma Inguinale
31. Hantavirus
32. Helicobacter Pylori
33. Hepatitis: HAV NAT, HBV NAT, HBs Ag, HCV, HCV NAT, Anti-HBc, Anti-HBs, Anti-HAV, Hepatitis Delta, HBc Ag, HBe Ag, ALT/SGPT
34. Herpes Simplex Virus
35. Human Herpes Virus-6 (HHV-6)
36. Influenza Viruses
37. Legionella

38. Lyme Disease
39. Lymphogranuloma Venereum (LGV)
40. Malaria
41. Measles (Rubeola)
42. Meningitis
43. Microsporidium
44. Mononucleosis
45. Mumps
46. Mycoplasma
47. Papillomaviruses
48. Parvovirus B19
49. Pneumonia
50. Polyomaviruses
51. Pseudomonas Aeruginosa
52. Rabies
53. Respiratory Syncytial Virus (RSV)
54. Rhinoviruses
55. Rotavirus
56. Rubella
57. Salmonellosis
58. Septicemia
59. Shigellosis
60. Staphylococcus Aureus
61. Streptococci
62. Syphilis
63. Toxoplasmosis
64. Trichomonas Vaginalis
65. Tuberculosis
66. Vibrio
67. West Nile Virus
68. Yersina

B. Instrumentation Review: Operating Characteristics, Features and Selling Princes of Leading Infectious Disease Automated and Semiautomated Analyzers

C. Emerging Infectious Disease 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. Others

## **VIII. ITALY INFECTIOUS DISEASE TESTING MARKET**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Volume by Method, Test Volume and Sales Forecasts by Market Segment, Major Supplier Sales and Market Shares by Test

## **IX. COMPETITIVE ASSESSMENTS**

Abbott  
Affymetrix  
Beckman Coulter/Danaher  
Becton Dickinson  
bioMerieux  
Bio-Rad  
Cepheid  
Diamedix  
DiaSorin  
Eiken Chemical  
Elitech Group  
Enzo Biochem  
Fujirebio  
Grifols  
Hologic/Gen-Probe  
ID Biomedical/GSK  
Kreatech/Leica  
Lonza  
Ortho-Clinical Diagnostics  
Qiagen  
Roche

Scienion  
Sequenom  
SeraCare  
Siemens  
Takara Bio  
Thermo Fisher  
Wallac/PE  
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/Combo 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

Encephalitis 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

HCV Test Volume and Diagnostics Sales Forecast by Market Segment  
Italy

HCV NAT 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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