

# **2017 Italy Sexually-Transmitted Diseases (STD) Diagnostic Testing Market Future Horizons and Growth Strategies: Supplier Shares by Test, Country Segment Forecasts, Competitive Intelligence, Opportunities**

<https://marketpublishers.com/r/I307DEE3E0CEN.html>

Date: March 2017

Pages: 280

Price: US\$ 1,755.00 (Single User License)

ID: I307DEE3E0CEN

## **Abstracts**

### **About This Report**

This new 280-pages report from VPGMarketResearch.com presents detailed analysis of the Italian STD market, including sales forecasts and supplier shares for Chancroid, Chlamydia, Gonorrhea, Herpes (I/II, VI), Papillomavirus (Pap Smear, HPV), and Syphilis. The report provides test volume and sales projections for Hospitals and Commercial/Private Labs.

In addition to market share and sales forecasts, the report:

- Examines market applications of Molecular Diagnostics, Monoclonal Antibodies, Immunoassays, IT and other emerging technologies;

- Reviews features and operating characteristics of major analyzers used for STD testing;

- Profiles key suppliers and potential market entrants developing innovative technologies and products; and

- Analyzes emerging opportunities, alternative market penetration strategies, market entry barriers/risks, and strategic planning issues.

## **Methodology**

The report is based on a combination of primary and secondary information sources, including interviews with laboratory directors, and executives of leading diagnostics companies and start-up firms developing innovative products.

In addition to primary sources of information, a comprehensive review of the most recent technical and business publications, manufacturer product and financial literature, as well as VPGMarketResearchs proprietary data files was conducted.

Contains 280 pages and 14 tables

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