

# **2018 Italy Sexually-Transmitted Diseases (STD) Testing Market: Supplier Shares and Sales Segment Forecasts by Test, Competitive Intelligence, Emerging Technologies, Instrumentation and Opportunities**

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## **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;

- 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 VPGMarketResearch's proprietary data files was conducted.

Contains 280 pages and 14 tables

## Contents

### I. INTRODUCTION

### II. WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW

#### A. Major Infectious Disease Tests

##### 1. CHANCROID

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

##### 2. CHLAMYDIA

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

##### 3. GONORRHEA

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

##### 4. HERPES SIMPLEX 1 & 2

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

#### HUMAN HERPES VIRUS-6 (HHV-6)

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

##### 5. PAPILLOMAVIRUS (HPV)

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

##### 6. SYPHILIS

- 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 D1AGNOST1CS
2. MONOCLONAL ANT1BOD1ES
3. 1MMUNOASSAYS
4. D1FFERENT1AL L1GHT SCATTER1NG
5. 1NFORMAT1ON TECHNOLOGY
6. ART1F1C1AL 1NTELL1GENCE
7. L1POSOMES
8. FLOW CYTOMETRY
9. CHROMATOGRAPHY
10. D1AGNOST1C 1MAG1NG
11. GEL M1CRODROPLETS
12. OTHER

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

### **ALTERNATIVE MARKET PENETRATION STRATEGIES**

A. 1nternal Development

B. Collaborative Arrangements

C. University Contracts

D. Distribution Strategies for Decentralized Testing Markets

1. MARKET1NG APPROACHES
2. PRODUCT COMPLE11TY
3. CUSTOMER PREFERENCE
4. ESTABL1SHED SUPPL1ERS
5. EMERG1NG SUPPL1ERS
6. MAJOR TYPES OF D1STR1BUTORS
7. MARKET SEGMENTAT1ON

### **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/Erba

DiaSorin

Eiken Chemical

Elitech Group

Enzo Biochem

Fujirebio

Grifols

Hologic/Gen-Probe

1D Biomedical/GSK

Kreatech/Leica

Lonza

Ortho-Clinical Diagnostics

Qiagen

Roche

Scienion

Sequenom

SeraCare

Siemens

Takara Bio

Thermo Fisher

Wallac

Wako

## **L1ST OF TABLES**

Major Companies Developing or Marketing Chlamydia Tests

Major Companies Developing or Marketing Gonorrhea Tests

Major Companies Developing or Marketing Herpes Tests

Major Companies Developing or Marketing Pap Smear/HP5 Tests

Major Companies Developing or Marketing Syphilis Tests

ITALY CHANCROID TEST 5OLUME AND DIAGNOSTICS SALES FORECAST BY MARKET SEGMENT

ITALY CHLAMYDIA TEST 5OLUME AND DIAGNOSTICS SALES FORECAST BY MARKET SEGMENT

ITALY GONORRHEA TEST 5OLUME AND DIAGNOSTICS SALES FORECAST BY MARKET SEGMENT

ITALY GONORRHEA TESTING MARKET DIAGNOSTICS SALES BY MAJOR SUPPLIER

ITALY HERPES SIMPLEX 1 AND 2 TEST 5OLUME AND DIAGNOSTICS SALES FORECAST BY MARKET SEGMENT

ITALY HERPES TYPE 6 TEST 5OLUME AND DIAGNOSTICS SALES FORECAST BY MARKET SEGMENT

ITALY PAPILOMAVIRUS (HP5) TEST 5OLUME AND DIAGNOSTICS SALES FORECAST BY MARKET SEGMENT

ITALY PAP SMEAR TEST 5OLUME AND DIAGNOSTICS SALES FORECAST BY MARKET SEGMENT

ITALY SYPHILIS TEST 5OLUME AND DIAGNOSTICS SALES FORECAST BY MARKET SEGMENT

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