

# **2017-2021 Italy Transfusion Analyzers and Consumables: Market Analysis, Competitive Intelligence, Technology Trends, Opportunities for Suppliers**

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## **Abstracts**

Complete report **\$6,100**. DataPack (test volumes, sales forecasts, supplier shares) **\$3,950**.

This comprehensive report is designed to help current suppliers and potential market entrants identify and evaluate emerging opportunities in the Italian molecular blood banking market during the next five years, and assist industry executives in developing effective business, new product development and marketing strategies.

The report explores future marketing and technological trends in Italy; provides test volume and sales forecasts by market segment/test location; compares features of major automated and semi-automated analyzers; profiles leading and emerging competitors; and identifies specific product and market opportunities facing suppliers during the next five years.

## **Blood Group Genotyping**

PCR, PCR-RFLP, AS-PCR or PCR-SSP, Multiplex PCR, Real Time PCR, Sanger DNA Sequencing, Pyrosequencing

## **Microarrays**

BeadChip Array, BloodChip, Genome Lab SNP Stream, Fluidic Microarray Systems, TaqMan OpenArray, MALDI-TOF-MS, Mini-Sequencing

## **Blood Typing and Grouping Tests**

ABO, Antibody Panels, Antibody Screening/Indirect Antiglobulin, Antigen Typing (C, c, Duffy, E, e, I, i, Kell, Kidd, Le a, b, MN, P, S, s), Antiglobulin (Direct, C3 + IgG, IgG, C3), Crossmatching (Immediate Spin, Full Crossmatch), Rh (D, Du).

## **Infectious Disease Screening Tests**

AIDS (HIV NAT, HIV-1/2), Cytomegalovirus, Hepatitis (HAV NAT, HBV NAT, HBs Ag, Anti-HBc, HCV NAT, HCV, ALT/SGPT), HTLV-I/II, Parvovirus B19 NAT, Syphilis, West Nile Virus NAT

## **Sales and Market Share Analysis**

Sales and market share estimates for leading suppliers of blood banking products by individual product.

## **Competitive Assessments**

Strategic assessments of major suppliers and emerging market entrants, including their sales,

product portfolios, marketing tactics, and new products in R&D.

## **Market Segmentation Analysis**

- Comprehensive market segmentation analysis, including review of the market dynamics, trends, structure, size, growth, and key suppliers.
- Test volume and sales forecasts for over 40 blood typing, grouping and infectious disease screening tests, including NAT, by market segment:
  - Blood Centers
  - Hospitals
  - Commercial/Private Laboratories

## **Current and Emerging Products**

- Analysis of current and emerging blood typing, grouping and infectious disease screening tests.
- Review of automated and semi-automated analyzers.

## **Technology Review**

- Assessment of current and emerging technologies, and their potential applications for the blood banking market.

- Comprehensive lists of companies developing or marketing new technologies and products, by test.

### **Strategic Recommendations**

- New product development opportunities with significant market appeal.
- Alternative market penetration strategies.
- Potential market entry barriers and risks.

*Contains 430 pages and 35 tables*

## Contents

### **I. INTRODUCTION**

### **II. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES**

- A. Blood Typing and Grouping
- B. Infectious Disease Screening
- C. Auxiliary

### **III. ALTERNATIVE MARKET PENETRATION STRATEGIES**

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts

### **IV. POTENTIAL MARKET ENTRY BARRIERS AND RISKS**

- A. Market Maturity
- B. Cost Containment
- C. Competition
- D. Technological Edge and Limitations
- E. Patent Protection

### **V. WORLDWIDE TECHNOLOGY AND MARKET OVERVIEW**

- A. Major Blood Typing, Grouping and Infectious Disease Screening Tests
  - 1. Blood Typing and Grouping Tests
    - a. ABO
    - b. Antibody Panels
    - c. Antibody Screening
    - d. Antigen Typing
    - e. Antiglobulin Test
    - f. Crossmatch
    - g. HLA Typing
    - h. Rh
    - i. Other Blood Groups
  - 2. Infectious Disease Screening Tests
    - a. AIDS/HIV

## Background

### Diagnostic Tests

Enzyme Immunoassay

Viral Load/Drug Resistance Testing

Genotype and Phenotype Testing

Blood Banking Considerations

## b. Hepatitis Markers

Hepatitis A

Hepatitis B

Hepatitis C

Hepatitis D (Delta Hepatitis)

Hepatitis E

Hepatitis G

Vaccines and Drugs

## c. Cytomegalovirus

### Background

Diagnostic Tests

Vaccines and Drugs

## d. Syphilis

### Background

Diagnostic Tests

Vaccines and Drugs

## e. West Nile Virus

### Background

Clinical Syndromes

Diagnostic Tests

Vaccines and Drugs

## f. Parvovirus B19

Microbiology

Epidemiology

Clinical Syndromes

Diagnostic Test

Vaccines and Drugs

## g. Creutzfeldt-Jakob's Disease

### Background

Transmission

Diagnostic Tests

Vaccines and Drugs

## h. Malaria

- i. Chagas Disease
  - j. Babesiosis
- 3. Pathogen Reduction
- 4. Leukocyte Reduction
  - Background
  - Methods
- B. Instrumentation Review: Operating Characteristics, Features and Selling Prices of Leading Blood Typing, Grouping and Infectious Disease Screening Automated and Semiautomated Analyzers
- C. Major Blood Banking Technologies and Their Potential Applications
  - 1. Molecular Diagnostics
  - 2. Monoclonal and Polyclonal Antibodies
  - 3. Immunoassays
  - 4. Microtitration Plates
  - 5. IT and Automation
  - 6. Lasers
  - 7. Robotics
  - 8. Synthetic Red Cell Substitutes
  - 9. Genetically Engineered Blood Components
  - 10. Blood Preservation
  - 11. Autologous Blood Transfusion/Freezing

## **VI. ITALY BLOOD BANKING MARKET**

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

## **VII. COMPETITIVE ASSESSMENTS**

Abbott  
Beckman Coulter/Danaher  
Becton Dickinson  
Biokit  
BioMerieux  
Bio-Rad  
CellMark Forensics/LabCorp

Diagast  
DiaSorin  
Fujirebio  
Hologic/Gen-Probe  
Grifols  
Immucor  
Ortho-Clinical Diagnostics  
Proteome Sciences  
Quest Diagnostics  
Quidel  
Roche  
Siemens  
Tecan



## List Of Tables

### LIST OF TABLES

Major Companies Developing or Marketing Blood Typing and Grouping Tests  
Major Companies Developing or Marketing HLA Typing Tests  
Major Companies Developing or Marketing AIDS Tests  
Major Companies Developing or Marketing Hepatitis Tests  
Major Companies Developing or Marketing CMV Tests  
Major Companies Developing or Marketing Syphilis Tests  
Major Companies Developing or Marketing Blood Bank Analyzers  
Executive Summary Table: Italy, Total Blood Bank Test Volume and Reagent Sales  
Forecast by Test Category  
Italy, Facilities Performing Blood Bank Tests by Market Segment  
Italy, Hospital Laboratories Performing Blood Bank Tests by Bed Size  
Italy, Commercial/Private Laboratories Performing Blood Bank Tests by Annual Test  
Volume  
Italy, All Market Segments Blood Typing And Grouping Test Volume by Market  
Segment  
Italy, All Market Segments Blood Typing And Grouping Test Volume Forecast  
Italy, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast  
Italy, Blood Banks Blood Typing And Grouping Test Volume Forecast  
Italy, Commercial/Private Laboratories Blood Typing and Grouping Test Volume  
Forecast  
Italy, All Market Segments Infectious Disease Screening Test Volume Forecast by  
Market Segment  
Italy, All Market Segments Infectious Disease Screening Test Volume Forecast  
Italy, Blood Banks Infectious Disease Screening Test Volume Forecast  
Italy, Commercial/Private Laboratories Infectious Disease Screening Test Volume  
Forecast  
Italy, Hospital Laboratories Infectious Disease Screening Test Volume Forecast  
Italy, All Market Segments Blood Typing and Grouping Reagent Market Forecast by  
Market Segment  
Italy, All Market Segments Blood Typing And Grouping Reagent Market Forecast by  
Major Test  
Italy, Hospital Laboratories Blood Typing and Grouping Reagent Market Forecast By  
Major Test  
Italy, Blood Banks Blood Typing and Grouping Reagent Market Forecast by Major Test  
Italy, Commercial/Private Laboratories Blood Typing and Grouping Reagent Market

Forecast By Major Test

Italy, All Market Segments Infectious Disease Screening Reagent Market Forecast by Market Segment

Italy, All Market Segments Infectious Disease Screening Reagent Market Forecast by Test

Italy, Blood Banks Infectious Disease Screening Reagent Market Forecast by Test

Italy, Commercial/Private Laboratories Infectious Disease Screening Reagent Market Forecast by Test

Italy, Hospital Laboratories Infectious Disease Screening Reagent Market Forecast By Test

Italy, Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And Market Shares

Italy, AIDS/Hepatitis Blood Screening Market, Reagent Sales by Major Supplier

Italy, HIV/Hepatitis NAT Market, Reagent Sales by Major Supplier

Italy, CMV Blood Screening Market, Reagent Sales By Major Supplier

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