

2014 Analysis of Sexually-Transmitted Diseases in Italy: Market Outlook and Emerging Opportunities

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Abstracts

About This Report

This new 280-pages report from Venture Planning Group presents detailed analysis of the Italian STD market, including sales forecasts and supplier shares for Chancroid, Chlamydia, Gonorrhoea, 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 Venture Planning Group'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 Virus
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
5. Human Herpes Virus-6 (HHV-6)
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
6. Papillomavirus (HPV)
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
7. 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 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

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

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
Wakolitaly Sexually-Transmitted Diseases
Market Outlook and Opportunities

List Of Tables

LIST OF TABLES

Major Companies Developing or Marketing Chlamydia Tests

Major Companies Developing or Marketing Gonorrhoea Tests

Major Companies Developing or Marketing Herpes Tests

Major Companies Developing or Marketing Pap Smear/HPV Tests

Major Companies Developing or Marketing Syphilis Tests

Italy Chancroid Test Volume and Diagnostics Sales Forecast by Market Segment

Italy Chlamydia Test Volume and Diagnostics Sales Forecast by Market Segment

Italy Gonorrhoea Test Volume and Diagnostics Sales Forecast by Market Segment

Italy Gonorrhoea Testing Market Diagnostics Sales by Major Supplier

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 Papillomavirus (HPV) Test Volume and Diagnostics Sales Forecast by Market Segment

Italy PAP Smear Test Volume and Diagnostics Sales Forecast by Market Segment

Italy Syphilis Test Volume and Diagnostics Sales Forecast by Market Segment

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