

# Molecular Diagnostics in Europe: Market Segment Forecasts and Supplier Shares

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## Abstracts

This comprehensive five-country report is designed to help current suppliers and potential market entrants identify and evaluate major business opportunities emerging in the molecular diagnostics market during the next five years. The report explores business and technological trends in major European countries (France, Germany, Italy, Spain, UK); provides 5-year test volume/sales forecasts; estimates shares of leading competitors; compares features of major analyzers; profiles leading market players; and identifies specific product and business opportunities facing instrument and consumable suppliers during the next five years.

The \$4.5 billion molecular diagnostics market is unquestionably the most rapidly growing segment of the in vitro diagnostics industry. The next five years will witness significant developments in reagent systems and automation, as well as introduction of a wide range of new products that will require innovative marketing approaches. The rate of market penetration into routine clinical laboratories, however, will depend on the introduction of cost-effective and automated systems with amplification methods.

In order to successfully capitalize on the opportunities presented by the molecular diagnostics market, many companies are already exploiting new technologies as corporate strategic assets, managed in support of business and marketing strategies. Integrating new technology planning with business and corporate strategies will be one of the most challenging tasks for diagnostics companies during the next five years.

Contains 970 pages and 75 tables

## Contents

### INTRODUCTION

### WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW

#### A. DNA SEQUENCING

1. Introduction
2. Sequencing Methods
3. Autoradiography
4. The Human Genome Project
5. Sequencing Automation
6. Image Scanners
7. Fluorescent Detection
8. Gene Profiling
9. Gene Expression
10. Polymorphism Screening
11. Protein Interaction Networks

#### B. DNA And RNA Probe Technology

1. Basic Principles
2. Probe Preparation
3. The DNA Probe Test
  - a. Sample Preparation
  - b. Hybridization
  - c. Separation
  - d. Detection/Measurement
4. Test Formats
  - a. Filter Hybridization
  - b. Southern Blot
  - c. Northern Blot
  - d. In Situ Hybridization
  - e. Others
5. Labeling Techniques
6. Amplification Methods
  - e. Polymerase Chain Reaction

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