

2015-2019 German Hematology and Flow Cytometry Markets: Supplier Shares, Country Forecasts, Innovative Technologies, Competitive Strategies

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Abstracts

Complete report \$6,200. DataPack (test volumes, sales forecasts, supplier shares) \$3,900.

2015 2019 German Hematology and Flow Cytometry Markets: Supplier Shares, Country Forecasts, Innovative Technologies, Competitive Strategies is VPGMarketResearch.com new study designed to help current suppliers and potential market entrants identify and evaluate business opportunities emerging in the German hematology and flow cytometry markets during the next five years.

The report explores business and technological trends in the German market; provides market share estimates, as well as specimen, test, sales forecasts, and instrument placements; compares features of major analyzers; profiles leading competitors and emerging market entrants; and suggests specific product and marketing opportunities facing reagent and instrument suppliers.

Rationale

During the next five years, continued advances in molecular diagnostics, monoclonal antibodies, lasers and IT, as well as growing understanding of immunologic forces regulating systemic diseases, will have a profound impact on the hematology and flow cytometry markets worldwide. New molecular diagnostic and monoclonal antibody tests will facilitate existing procedures and provide basis for sensitive, specific and simple assays. The introduction of smaller and easy to operate laser systems will further expand applications of flow cytometry to routine clinical laboratories. Further advances in IT will reduce the cost of instrument manufacture, service warranty, and permit

development of self troubleshooting, autocalibration and other advanced features. Presently tedious analyses of chromosomal abnormalities, DNA content, and lymphocyte subsets will become more automated and routine.

German Market Overview

Facilities performing hematology and flow cytometry testing.

Test volume and sales projections.

Strategic Recommendations

New product development opportunities with significant market appeal.

Alternative market penetration strategies.

Potential market entry barriers and risks.

Market Segmentation Analysis

Sales and market share estimates for leading suppliers of hematology and flow cytometry products by country.

Specimen, test and sales forecasts for over 40 procedures by individual test and market segment:

Hospitals

Commercial/Private Laboratories

Physician Offices/Group Practices

Sales and Market Share Analysis

Sales and market shares of major instrument and reagent suppliers.

Hematology Tests

CBC + 5 Part Differential, Manual Differential/Review, Hematocrit (Automated, Manual), Hemoglobin (Automated, Manual), Sedimentation Rate, Reticulocytes, WBC (Automated, Manual), Platelets (Automated, Manual), Bone Marrow Analysis, RBC, Eosinophils.

Flow Cytometry Tests

Cell Surface Markers (CD4/CD8/T&B Lymphocytes, CD34, Others), Chemotherapy Monitoring (Leukemia/Lymphoma, Others), HLA Typing, Sperm Analysis, Cell Cycle Kinetics, Cell Function Testing, Chromosomal Abnormalities, Fetal Cell Analysis, Granulocyte Function, Receptor DNA/RNA Analysis, Cell Culturing.

Current and Emerging Products

Analysis of current and emerging hematology and flow cytometry assays.

Reagent and instrument sales forecasts by market segment.

Instrument placements and installed base by manufacturer and model.

Sales and market shares of reagent and instrument suppliers.

Instrumentation Review

The study reviews current instrumentation technologies, and compares features of leading hematology, flow cytometry, platelet aggregation and sedimentation rate analyzers.

The report features analyzers manufactured by Abbott, Beckman Coulter/Danaher, Becton Dickinson, Biocode Hycel, CellaVision, DIESSE Ves Matic, Drew Scientific, Horiba, Medica, Menarini, Nihon Kohden, Polymedco, Siemens and Sysmex.

Technology Review

Assessment of current and emerging technologies and their potential market applications.

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

Competitive Assessments

Extensive strategic profiles of major suppliers and emerging market entrants.

The companies analyzed in the report include:

Abbott

Agilent Technologies

Beckman Coulter/Danaher

Becton Dickinson

Bio Rad

CellaVision

Horiba

Iris Diagnostics/Danaher

Nihon Kohden

Ortho Clinical Diagnostics

Roche

Siemens

Sysmex

Contains 250 pages and 32 tables

Contents

1. INTRODUCTION

2. WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW

A. MAJOR ROUTINE AND SPECIAL HEMATOLOGY TESTS

1. Introduction
2. CBC Analysis
 - a. Hemoglobin Concentration
 - b. Hematocrit Determination
 - c. Red Blood Cell Count
 - d. Red Cell Indices
 - MCV
 - RDW
 - MCHC
 - CHCM
 - HDW
 - MCH
 - e. Red Cell Size Histograms
 - f. Platelets
 - Platelet Count
 - Platelet Size/MPV
 - PDW
 - Automated Systems
 - g. Reticulocytes
3. White Blood Cell Analysis
 - a. WBC Count
 - b. Five Partial Differential Major Suppliers
 - Abbott
 - Beckman Coulter/Danaher
 - Siemens
 - Sysmex
 - c. Pattern Recognition Systems
 - IRIS
 - d. Comparison of Major Differential Analyzers
4. Reticulocytes
5. Platelet Function Tests

6. Erythrocyte Sedimentation Rate/CRP
 7. Red Cell Analysis
 8. 2,3 DPG
 8. Red Cell Deformability
 10. Neutrophil Function Tests
 11. Semen Analysis
 12. Bone Marrow Analysis
 13. Urinalysis
- B. Major Flow Cytometry Applications**
1. Cell Surface Markers
 - a. Lymphocyte Subclassification CD4/CD8/CD34
Instrumentation and Reagent Test Kits
BD
Beckman Coulter/Danaher
T Cells Diagnostics
 - b. Other Cell Markers
 2. DNA Content Analysis
 3. RNA Content Analysis
 4. Chemotherapy Monitoring
 5. Cell Cycle Analysis
 6. Chromosome Analysis
 7. Fetal Cell Analysis
 8. HLA Typing
 8. Microbiology
 10. PROTEIN CONTENT ANALYSIS
 11. Multiparameter Analysis
 12. Other Applications
- C. Instrumentation Review**
1. Hematology Analyzers
 - a. Overview
Electrical Aperture Impedance Analyzers
Light Scatter Analyzers
 - b. System Review
Abbott
Beckman Coulter/Danaher
Biocode Hycel
CellaVision
Drew Scientific
Horiba

Medica

Menarini

Nihon Kohden

Siemens

Sysmex

2. Flow Cytometers

a. Introduction

b. System Overview

Becton Dickinson

Beckman Coulter/Danaher

3. Platelet Aggregometers

4. Sedimentation Rate Analyzers

Diesse Ves Matic

Polymedco

D. Current Market Needs and Future Demand For Hematology Analyzers

E. Reagents and Controls

F. CURRENT AND EMERGING TECHNOLOGIES

1. Information Technologies

2. Automation and Robotics

3. Lasers

4. Artificial Intelligence

5. Monoclonal Antibodies

6. Molecular Diagnostics

7. Microdrop Technology

3. GERMANY

A. Executive Summary

B. Business Environment

C. Market Structure

D. Market Size, Growth and Major Suppliers? Instrument Placements, Installed Base, Sales and Market Shares

10. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES

A. Instrumentation

B. Reagent Kits and Test Systems/Panels

C. Information Technology

D. Auxiliary Products

11. DESIGN CRITERIA FOR DECENTRALIZED TESTING PRODUCTS

12. ALTERNATIVE MARKET PENETRATION STRATEGIES

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts
- D. Distribution Strategies for the Decentralized Testing Markets
 - 1. Four Marketing Approaches
 - 2. Product Complexity Factor
 - 3. Customer Preference Factor
 - 4. Established Suppliers
 - 5. Emerging Suppliers
 - 6. Major Types of Distributors
 - 7. Market Segmentation Factor

13. 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

14. COMPETITIVE ASSESSMENTS

Abbott
Agilent Technologies
Beckman Coulter/Danaher
Becton Dickinson
Bio Rad
CellaVision
Horiba
Iris Diagnostics/Danaher
Nihon Kohden
Ortho Clinical Diagnostics

Roche
Siemens
Sysmex

15. APPENDIX: MAJOR UNIVERSITIES AND RESEARCH CENTERS DEVELOPING NEW HEMATOLOGY/FLOW CYTOMETRY TECHNOLOGIES AND APPLICATIONS

List Of Tables

LIST OF TABLES

- Summary Table I:Germany, All Market Segments Total Hematology and Flow Cytometry Specimen Volume Forecast
- Summary Table II:Germany, All Market Segments Total Hematology and Flow Cytometry Test Volume Forecast
- Summary Table III:Germany, All Market Segments Total Hematology and Flow Cytometry Market Forecast
- Germany, Laboratories Performing Hematology and Flow Cytometry Testing By Market Segment
- Germany, Hospital Laboratories Performing Hematology and Flow Cytometry Tests By Bed Size
- Germany, Commercial/Private Laboratories Performing Hematology and Flow Cytometry Tests By Annual Test Volume
- Germany, Physician Office Laboratories Performing Hematology and Flow Cytometry Tests By Annual Test Volume
- Germany, Total Routine Hematology Specimen Volume Forecast By Market Segment
- Germany, Total Flow Cytometry and Special Hematology Specimen Volume Forecast By Market Segment
- Germany, Hospital Laboratories, Hematology And Flow Cytometry Specimen Volume Forecast
- Germany, Commercial/Private Laboratories Hematology and Flow Cytometry Specimen Volume Forecast
- Germany, Total Routine Hematology Test Volume Forecast By Market Segment
- Germany, Total Flow Cytometry and Special Hematology Test Volume Forecast By Market Segment
- Germany, All Market Segments, Total Routine Hematology Test Volume Forecast
- Germany, Hospital Laboratories, Routine Hematology Test Volume Forecast
- Germany, Commercial/Private Laboratories, Routine Hematology Test Volume Forecast
- Germany, Physician Office Laboratories, Routine Hematology Test Volume Forecast
- Germany, All Market Segments, Total Flow Cytometry and Special Hematology Test Volume Forecast
- Germany, Hospital Laboratories, Flow Cytometry And Special Hematology Test Volume Forecast
- Germany, Commercial/Private Laboratories, Flow Cytometry and Special Hematology Test Volume Forecast
- Germany, Major Hematology Analyzers, Estimated Placements and Installed Base

Germany, Major Flow Cytometers, Estimated Placements and Installed Base
Germany, Total Hematology Market Forecast By Market Segment
Germany, Hematology Consumable Market Forecast By Market Segment
Germany, Hematology Instrument Market Forecast By Market Segment
Germany, Total Flow Cytometry Market Forecast By Market Segment
Germany, Flow Cytometry Consumable Market Forecast By Market Segment
Germany, Flow Cytometry Instrument Market Forecast By Market Segment
Germany, Total Hematology Market By Major Supplier
Germany, Hematology Consumable Market By Major Supplier
Germany, Hematology Instrument Market By Major Supplier
Germany, Total Flow Cytometry Market By Major Supplier
Germany, Flow Cytometry Consumable Market By Major Supplier
Germany, Flow Cytometry Instrument Market By Major Supplier

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