

2012 Global Occult Blood Diagnostics Market Outlook: Test Volume and Sales Forecasts by Country

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Abstracts

The cancer diagnostics market is on the verge of explosion, as the researchers approach major technological breakthroughs in tumor diagnosis and therapy, discover new specific antigens, and unlock the mystery of the genetic basis of the disease. During the next ten years, the worldwide cancer testing market is promising to be an exciting, dynamic and rapidly expanding field. Anticipated technological breakthroughs will create numerous opportunities for determining genetic predisposition, detecting specific tumors, and monitoring biological response to cancer therapy. The rise in geriatric population will further compound the growing demand for malignancy assays and the rapid market expansion worldwide.

This report presents a detailed analysis of the Occult Blood testing market in the US, Europe (France, Germany, Italy, Spain, UK) and Japan, including clinical significance and current laboratory practice; 5- and 10-year test volume and sales forecasts by country and market segment; as well as sales and market shares for major suppliers.

The report also examines market applications of DNA probes, biochips/microarrays, monoclonal antibodies, immunoassays, IT, chromosome analysis, and other technologies; reviews features and operating characteristics of automated analyzers; profiles leading suppliers and recent market entrants developing innovative technologies and products; and identifies alternative market penetration strategies and entry barriers/risks.

Contains 243 pages and 8 tables

Contents

I. INTRODUCTION

II. WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW

A. Occult Blood: Clinical Significance and Laboratory Practices

B. Instrumentation Review And Market Needs

1. Abbott AxSYM
2. Abbott IMx
3. Anagen AN2000/AuraFlex
4. Beckman Coulter Access
5. BioChem Pharma SR1
6. bioMerieux Vidas Series
7. Biotrol Systems 7000
8. J&J Diagnostics/Amersham Amerlite
9. J&J Diagnostics Vitros ECI
10. Olympus PK Series
11. Roche Cobas Core
12. Roche Elecsys
13. Roche ES 22
14. Roche ES 33
15. Roche ES 300/300 AL
16. Siemens ACS: 180
17. Siemens ACS: Centaur
18. Siemens ELISA Processor II/III
19. Siemens Immuno 1
20. Siemens/Opus/Plus/Magnum
21. Siemens Stratus
22. Tosoh AIA Series
23. Wallac/Pharmacia Delfia elfia

C. Current and Emerging Technologies

1. Monoclonal and Polyclonal Antibodies
2. Immunoassays
 - a. Technological Principle
 - b. Radioimmunoassay (RIA)
 - c. Enzyme Immunoassays (EIA)
 - Overview
 - ELISA

- Immunofiltration
- Particle-Membrane Capture Immunoassay
- Enzyme Amplification
- d. Fluorescent Immunoassays
- e. Luminescence
 - Chemiluminescence
 - Bioluminescence
- 3. Molecular Diagnostics
 - a. Technology Overview
 - b. Amplification Methods
 - PCR
 - DAP-PCR
 - Immuno-PCR
 - QC-PCR
 - CAR
 - DNA
 - HPA
 - LCR
 - NASBA
 - QBR
 - SDA
 - 3 SR, and others
- 4. Biochips/Microarrays
- 5. Chromosome Analysis
 - a. Chronic Myelogenous Leukemia (CML)
 - b. Acute Myeloid Leukemia (AML)
 - c. Acute Lymphoblastic Leukemia (ALL)
 - d. Malignant Lymphomas Lymphoid Malignancies
 - e. Chronic Lymphocytic Leukemia (CLL)
 - f. Solid Cancers
- 6. Microcomputers and Automation
- 7. Artificial Intelligence
- 8. Flow Cytometry
- 9. Biosensors
- D. Competing/Complementing Technologies
 - 1. CT
 - 2. MRI
 - 3. NMR
 - 4. PET

- 5. Photonics Spectroscopy
- E. Personal Testing

III. FRANCE: TEST VOLUME AND DIAGNOSTICS SALES FORECAST BY MARKET SEGMENT

IV. GERMANY: TEST VOLUME AND DIAGNOSTICS SALES FORECAST BY MARKET SEGMENT

V. ITALY: TEST VOLUME AND DIAGNOSTICS SALES FORECAST BY MARKET SEGMENT

VI. JAPAN: TEST VOLUME AND DIAGNOSTICS SALES FORECAST BY MARKET SEGMENT

VII. SPAIN: TEST VOLUME AND DIAGNOSTICS SALES FORECAST BY MARKET SEGMENT

VIII. U.K.: TEST VOLUME AND DIAGNOSTICS SALES FORECAST BY MARKET SEGMENT

IX. U.S.A.: TEST VOLUME AND DIAGNOSTICS SALES FORECAST BY MARKET SEGMENT

X. DESIGN CRITERIA FOR DECENTRALIZED TESTING PRODUCTS

XI. ALTERNATIVE MARKET PENETRATION STRATEGIES

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

XII. 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

XIII. COMPETITIVE PROFILES

Abbott
AdnaGen
Ambrilia Biopharma
AMDL
Beckman Coulter
Becton Dickinson
Biomedical Diagnostics
bioMerieux
Bio-Rad
CanAG Diagnostics
CeMines
Cepheid
Correlogic Systems
Dako
Decode
Diadexus
Diagnocure
Diasorin
Eiken Chemical
Enterix
Enzo Biochem
Epigenomics
Exact Sciences
Fujirebio
Gen-Probe
Guided Therapeutics

Hologic
Ipsogen
J&J Diagnostics
Kreatech
Kyowa Medex
Mackay Life Sciences
Matritech
Myriad Genetics
OncoLab
Panacea Pharmaceuticals
Polartech
Polymedco
PreMD
Qiagen
Radiant Pharmaceuticals
Roche
Scienion
Sequenom
Siemens Healthcare
Takara Bio
Targeted Diagnostics & Therapeutics
Tosoh
Veridex
Wako Pure Chemicals
Wallac
Zila

List Of Tables

LIST OF TABLES

Major Companies Developing or Marketing Occult Blood Tests

France Occult Blood Test Volume and Diagnostics Sales by Market Segment

Germany Occult Blood Test Volume and Diagnostics Sales by Market Segment

Italy Occult Blood Test Volume and Diagnostics Sales by Market Segment

Japan Occult Blood Test Volume and Diagnostics Sales by Market Segment

Spain Occult Blood Test Volume and Diagnostics Sales by Market Segment

U.K. Occult Blood Test Volume and Diagnostics Sales by Market Segment

U.S.A Occult Blood Test Volume and Diagnostics Sales by Market Segment

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