

# Urinalysis Equipment Competitive Marketing Strategies in Europe and Latin America

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## Abstracts

This report was prepared to help urinalysis equipment and reagent suppliers understand competitive distribution alternatives (purchase, lease, reagent rental) in eight European and Latin American countries, and enable the companies develop more effective marketing strategies.

The countries analyzed in the report include:

France

Germany

Italy

Spain

U.K.

Brazil

Colombia

Mexico

For each country and supplier, the report provides analysis of urinalysis system acquisition deals, including cost per test, up-front costs, purchase contract terms, tax

and accounting considerations, service, and other factors.

The report is based on a combination of primary and secondary information resources, including interviews with company executives and laboratory personnel. The secondary sources of information included data retrieved from VPG Market Research proprietary database, as well as manufacturer product and financial literature, business and technical periodicals, and pertinent industry analyst reports.

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