

# U.S. Transfusion Diagnostics Market to 2021: Immunoematology and NAT Testing--Supplier Shares and Strategies, Country Volume and Sales Segment Forecasts, Innovative Technologies, Instrumentation Review, Emerging Opportunities

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## Abstracts

Complete report \$9,700. DataPack (test volumes, sales forecasts, supplier shares) \$6,300.

VPGMarketResearch.com's new report is a strategic analysis prepared in order to help current suppliers and potential market entrants identify and evaluate emerging opportunities and assist industry executives in developing effective business, new product development and marketing strategies.

**Rationale** During the next five years, the US blood banking market is expected to undergo significant transformation, which will result from the convergence of several trends, including more stringent regulations; advances in diagnostic technologies, IT, system engineering and automation; and intensifying competition. Some segments will start resembling commodity markets, where product positioning and differentiation are more critical than underlying technology. The changes in the marketplace will create exciting opportunities for new instruments and reagent systems, as well as auxiliary products, such as specimen preparation devices, controls, calibrators, and innovative IT applications.

**Strategic Recommendations**- New product development opportunities with significant market appeal. - Alternative market penetration strategies. - Potential market entry barriers and risks. The report explores future marketing and technological trends in the US; provides estimates of the test volume, instrument placements and sales; compares

features of major automated and semi- automated analyzers; profiles leading and emerging competitors; and identifies specific product and market opportunities facing suppliers during the next ten years.

**Blood Typing and Grouping Tests** ABO, Antibody Panels, Antibody Screening/Indirect Antiglobulin, Antigen Typing (C, c, Duffy, E, e, I, i, Kell, Kidd, Le a, b, MN, P, S, s), Antiglobulin (Direct, C3 + IgG, IgG, C3), Crossmatching (Immediate Spin, Full Crossmatch), Rh (D, Du).

**Infectious Disease Screening Tests** AIDS (HIV NAT, HIV- 1/2), Cytomegalovirus, Hepatitis (HAV NAT, HBV NAT, HBs Ag, Anti- HBc, HCV NAT, HCV, ALT/SGPT), HTLV- I/II, Parvovirus B19 NAT, Syphilis, West Nile Virus NAT.

**Sales and Market Share Analysis** Sales and market share estimates of leading suppliers of blood banking of reagents and instruments, by individual product.

**Competitive Assessments** Strategic assessments of major suppliers and emerging market entrants, including their sales, product portfolios, marketing tactics, and new products in R&D.

**Market Segmentation Analysis**- Comprehensive market segmentation analysis, including review of the market dynamics, trends, structure, size, growth, and key suppliers. - Test volume and sales forecasts for over 40 blood banking tests, including NAT, by market segment:- Blood Centers- Plasma Fractionation Facilities- Hospitals- Commercial/Private Laboratories- Military Blood Banks  
**Current and Emerging Products**- Analysis of current and emerging blood banking tests. - Review of automated and semi- automated analyzers, including their operating characteristics, features, and selling prices.

**Technology Review**- Assessment of current and emerging technologies, and their potential applications for the blood banking market. - Comprehensive lists of companies developing or marketing new technologies and products by test. Contains 460 pages and 53 tables

## Contents

### **1. INTRODUCTION**

### **2. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES**

- A. Blood Typing and Grouping
- B. Infectious Disease Screening
- C. Auxiliary

### **3. ALTERNATIVE MARKET PENETRATION STRATEGIES**

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts

### **4. POTENTIAL MARKET ENTRY BARRIERS AND RISKS**

- A. Market Maturity
- B. Cost Containment
- C. Competition
- D. Technological Edge and Limitations
- E. Patent Protection

### **5. WORLDWIDE TECHNOLOGY AND MARKET OVERVIEW**

#### A. Major Blood Typing, Grouping and Infectious Disease Screening Tests

##### 1. BLOOD TYPING AND GROUPING TESTS

- a. ABO
- b. Antibody Panels
- c. Antibody Screening
- d. Antigen Typing
- e. Antiglobulin Test
- f. Crossmatch
- g. HLA Typing
- h. Rh
- i. Other Blood Groups

##### 2. INFECTIOUS DISEASE SCREENING TESTS

- a. AIDS/HIV

Background

Diagnostic Tests

Enzyme Immunoassay

Viral Load/Drug Resistance Testing

Genotype and Phenotype Testing

Blood Banking Considerations

b. Hepatitis Markers

Hepatitis A

Hepatitis B

Hepatitis C

Hepatitis D (Delta Hepatitis)

Hepatitis E

Hepatitis G

Vaccines and Drugs

c. Cytomegalovirus

Background

Diagnostic Tests

Vaccines and Drugs

d. Syphilis

Background

Diagnostic Tests

Vaccines and Drugs

e. West Nile Virus

Background

Clinical Syndromes

Diagnostic Tests

Vaccines and Drugs

f. Parvovirus B19

Microbiology

Epidemiology

Clinical Syndromes

Diagnostic Test

Vaccines and Drugs

g. Creutzfeldt Jakob's Disease

Background

Transmission

Diagnostic Tests

Vaccines and Drugs

h. Malaria

i. Chagas Disease

j. Babesiosis

3. PATHOGEN REDUCTION

4. LEUKOCYTE REDUCTION

Background

Methods

B. Instrumentation Review: Operating Characteristics, Features and Selling Prices of Leading Blood Typing, Grouping and Infectious Disease Screening Automated and Semiautomated Analyzers

C. Major Blood Banking Technologies and Their Potential Applications

1. MOLECULAR DIAGNOSTICS

2. MONOCLONAL AND POLYCLONAL ANTIBODIES

3. IMMUNOASSAYS

4. MICROTITRATION PLATES

5. IT AND AUTOMATION

6. LASERS

7. ROBOTICS

8. SYNTHETIC RED CELL SUBSTITUTES

9. GENETICALLY ENGINEERED BLOOD COMPONENTS

10. BLOOD PRESERVATION

11. AUTOLOGOUS BLOOD TRANSFUSION/FREEZING

## **6. USA BLOOD BANKING MARKET**

A. Executive Summary

B. Business Environment

C. Market Structure

D. Market Size, Test Volume and Sales Forecasts, by Market Segment, Major Supplier Sales and Market Shares

## **7. COMPETITIVE ASSESSMENTS**

Abbott

Beckman Coulter/Danaher

Becton Dickinson

Biokit

BioMerieux

Bio-Rad

CellMark Forensics/LabCorp

Diagast  
DiaSorin  
Fujirebio  
Hologic/Genrobe  
Grifols  
Immucor  
Ortho Clinical Diagnostics  
Proteome Sciences  
Quest Diagnostics  
Quidel  
Roche  
Siemens  
Tecan

## List Of Tables

### LIST OF TABLES

Major Companies Developing or Marketing Blood Typing and Grouping Tests  
Major Companies Developing or Marketing HLA Typing Tests  
Major Companies Developing or Marketing AIDS Tests  
Major Companies Developing or Marketing Hepatitis Tests  
Major Companies Developing or Marketing CMV Tests  
Major Companies Developing or Marketing Syphilis Tests  
Major Companies Developing or Marketing Blood Bank Analyzers  
Executive Summary Table: U.S.A., Total Blood Bank Test Volume and Reagent Sales Forecast by Test Category  
U.S.A., Estimated Number of Inpatient and Ambulatory Surgeries  
U.S.A., Facilities Performing Blood Bank Tests by Market Segment  
U.S.A., Hospital Laboratories Performing Blood Bank Tests by Bed Size  
U.S.A., Commercial/Private Laboratories Performing Blood Bank Tests by Annual Test Volume Forecast  
U.S.A., Facilities Collecting Whole Blood And Plasma by Market Forecast Segment  
U.S.A., Whole Blood and Plasma Collections By Market Forecast Segment  
U.S.A., All Market Segments Blood Typing and Grouping Test Volume by Market Forecast Segment  
U.S.A., All Market Segments Blood Typing And Grouping Test Volume Forecast  
U.S.A., Hospital Laboratories Blood Typing and Grouping Test Volume Forecast  
U.S.A., Community and Regional Blood Centers Blood Typing and Grouping Test Volume Forecast  
U.S.A., Commercial/Private Laboratories Blood Typing and Grouping Test Volume Forecast  
U.S.A., Plasma Fractionation Centers Blood Typing and Grouping Test Volume Forecast  
U.S.A., Military Blood Banks Blood Typing and Grouping Test Volume Forecast  
U.S.A., All Market Segments Infectious Disease Screening Test Volume Forecast By Market Segment  
U.S.A., All Market Segments Infectious Disease Screening Test Volume Forecast  
U.S.A., Community and Regional Centers Infectious Disease Screening Test Volume Forecast  
U.S.A., Plasma Fractionation Centers Infectious Disease Screening Test Volume Forecast  
U.S.A., Hospital Blood Banks Infectious Disease Screening Test Volume Forecast

U.S.A., Military Blood Banks Infectious Disease Screening Test Volume Forecast

U.S.A., All Market Segments Blood Typing and Grouping Reagent Market Forecast by Market Segment

U.S.A., All Market Segments Blood Typing and Grouping Reagent Market Forecast by Market Segment

U.S.A., Hospital Blood Banks Blood Typing And Grouping Reagent Market Forecast by Major Test

U.S.A., Community and Regional Blood Centers Blood Typing and Grouping Reagent Market Forecast By Major Test

U.S.A., Commercial/Private Laboratories Blood Typing and Grouping Reagent Market Forecast By Major Test

U.S.A., Plasma Fractionation Centers Blood Typing and Grouping Reagent Market Forecast By Major Test

U.S.A., Military Blood Banks Blood Typing And Grouping Reagent Market Forecast by Major Test

U.S.A., All Market Segments Infectious Disease Screening Reagent Market by Market Forecast Segment

U.S.A., All Market Segments Infectious Disease Screening Reagent Market by Market Forecast Segment

U.S.A., Community and Regional Centers Infectious Disease Screening Reagent Market Forecast By Test

U.S.A., Plasma Fractionation Centers Infectious Disease Screening Reagent Market Forecast By Test

U.S.A., Hospital Blood Banks Infectious Disease Screening Reagent Market Forecast By Test

U.S.A., Military Blood Banks Infectious Disease Screening Reagent Market Forecast By Test

U.S.A., Major Suppliers of Blood Typing and Grouping Reagents Estimated Sales and Market Shares

U.S.A., HIV/HTLV Blood Screening Market, Reagent Sales by Major Supplier

U.S.A., Hepatitis Blood Screening Market, Reagents Sales by Major Supplier

U.S.A., Hepatitis C Blood Screening Market, Reagent Sales By Major Supplier

U.S.A., HIV/Hepatitis C NAT Market, Reagent Sales By Major Supplier

U.S.A., West Nile Virus NAT Market, Reagent Sales by Major Supplier

U.S.A., CMV Blood Screening Market, Reagent Sales by Major Supplier

U.S.A., Syphilis Blood Screening Market, Reagent Sales by Major Supplier



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