

# **Future Horizons and Growth Strategies in the Global Molecular Diagnostics Market 2015: Supplier Shares and Country Forecasts**

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## **Abstracts**

This new seven-country study from VPGMarketResearch contains 1,398 pages, 194 tables, and 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.

## **HIGHLIGHTS**

Business and technological trends in seven major markets: France, Germany, Italy, Japan, Spain, UK, and US

Five-year test volume and sales forecasts

Market shares of leading competitors

Feature comparison of major analyzers

Profiles of market players and start-up firms developing innovative technologies and products

Specific product and business opportunities for instrument and consumable suppliers.

## **RATIONALE**

The 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 molecular 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 diagnostic companies during the next five years.

## **GEOGRAPHIC COVERAGE**

France

Germany

Italy

Japan

Spain

UK

USA

## **Worldwide Market Overview**

Laboratories performing DNA sequencing and molecular diagnostic testing by country and market segment.

Five-year test volume and sales projections by country.

## Market Segmentation Analysis

Sales and market shares of major suppliers of molecular diagnostic reagent kits and components.

Five-year test volume and sales forecasts for major applications, including:

Infectious Diseases

Forensic Testing

Cancer

Paternity Testing/HLA Typing

Genetic Diseases

Others

Five-year test volume and sales projections for over 30 NAT assays.

A comprehensive analysis of the sequencing market, by country and laboratory segment, including:

Industrial

Academic

Government

Commercial

Detailed market segmentation analysis, including review of the market dynamics, trends, structure, size, growth and major suppliers, by country.

## PRODUCT/TECHNOLOGY REVIEW

Comparison of leading molecular diagnostic analyzers from Abbott, Beckman

Coulter, BD, Bio-Rad, Gen-Probe, Roche, Tecan and other suppliers.

Extensive review of molecular diagnostic technologies, test formats, detection methodologies, trends in testing automation and over 30 target/signal amplification methods, including:

PCR

bDNA

SDA

NASBA

TMA

SSSR, and others

LCR

Worldwide listings of companies, universities and research centers developing new molecular-diagnostic technologies and products.

## **COMPETITIVE ASSESSMENTS**

Extensive strategic assessments of major suppliers and emerging market entrants, including their sales, product portfolios, marketing tactics, collaborative arrangements and new technologies/products in R&D.

Comprehensive listings of companies developing and marketing molecular diagnostics products, by test and application.

## **Opportunities and Strategic Recommendations**

Specific new product development opportunities with potentially significant market appeal during the next five years.

Design criteria for new products.

Alternative market penetration strategies.

Potential market entry barriers and risks.

Business planning issues and concerns.

## **METHODOLOGY**

This report is based on a combination of primary and secondary information sources, including interviews with laboratory directors and executives of leading diagnostic companies and start-up firms developing innovative technologies and products in the U.S., five major European countries and Japan.

In addition to primary sources of information, a comprehensive review of the most recent technical and business publications, manufacturer product and financial literature, as well as Venture Planning Group's proprietary data base was conducted.

Contains 1398 pages and 194 tables

## Contents

### **I. INTRODUCTION**

### **II. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES**

- A. Instrumentation
- B. Reagent Kits and Test Systems/panels
- C. Computers, Software and Automation
- D. Auxiliary Products

### **III. DESIGN CRITERIA FOR DECENTRALIZED TESTING PRODUCTS**

### **IV. ALTERNATIVE MARKET PENETRATION STRATEGIES**

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts
- D. Distribution Strategies For Decentralized Testing Markets

### **V. 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

### **VI. WORLDWIDE MARKET AND TECHNOLOGY REVIEW**

- 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 Technologies
  1. Basic Principles
  2. Probe Preparation
  3. The DNA Probe Test
  4. Test Formats
  5. Labeling Techniques
  6. Amplification Methods
- C. Detection Technologies
  1. Radioactive Methods
    - a. Overview
    - b. Major Isotopes
      - P-32
      - S-35
      - H-3
      - I-125
  2. Non-Isotopic Methods
    - a. Enzymatic Labels
    - b. Chemical Labeling
      - Indirect Chemical Labeling
      - Direct Chemical Labeling
    - c. Fluorescence
    - d. Chemiluminescence
    - e. Electrical Conductivity
- D. Molecular Diagnostic Instrumentation Review
  1. Abbott LCx
  2. Beckman Coulter/Biomek FK
  3. BD Viper System with XTR Technology
  4. BD Innova
  5. Becton Dickinson SDA
  6. bioMerieux NucliSENS easyMAG
  7. bioMerieux NucliSENS easyQ and MiniMAG
  8. Bio-Rad GeneScope
  9. Cepheid GeneXpert
  10. Curetis Unyvero

11. GenMark Dx eSensor XT-8
12. Hologic/Gen-Probe Panther
13. Hologic/Gen-Probe Tigris/DTS
14. HTG Molecular Edge
15. Life Technologies QuantStudio Dx
16. Qiagen QIASymphony RGQ
17. Roche Cobas Amplicor
18. Roche Cobas TaqMan
19. Roche Cobas TaqMan
20. Roche Cobas TaqMan AmpliPrep
21. Roche LighCycler
22. Roche Cobas 4800
23. Roche Cobas s
24. Siemens Versant
25. Tecan LS Series

#### E. Biochips: Genosensors, Microarrays, and Labs-on-the-Chip

Liquid Transportation and Mixing

Separation

Reaction

Detection

#### F. Pharmacogenomics

#### G. Major Applications

##### 1. Microbiology/Infectious Diseases

###### a. Overview

###### b. Major Infectious Diseases

AIDS: HIV/HIV-1/2/Combo, HIVAg/HIV NAT, Western Blot, HTLV-I/II

Adenovirus

Aeromonas

Anthrax/Bacillus Anthracis

Arboviruses

Babesiosis

Bacillary Epithelioid Angiomatosis (BEA) and Other Bartonella (Rochalimaea)

Blastocystis Hominis

Brucella

Campylobacter

Candida

Chagas Disease

Chancroid

Chlamydia



Clostridium Difficile  
Coronaviruses  
Coxsackieviruses  
Creutzfeldt-Jakob's Disease  
Cryptosporidium Parvum  
Cyclospora Cayetanensis  
Cytomegalovirus  
Ebola Virus  
E. Coli  
EchoVirus  
Encephalitis  
Enteroviruses  
Epstein-Barr Virus  
Giardia Lamblia  
Gonorrhea  
Granuloma Inguinale  
Hantavirus  
Helicobacter Pylori  
Hepatitis: HAV NAT, HBV NAT, HBs Ag, HCV, HCV NAT, Anti-HBc, Anti-HBs, Anti-HAV, Hepatitis Delta, HBc Ag, HBe Ag, ALT/SGPT  
Herpes Simplex Virus  
Human Herpes Virus-6 (HHV-6)  
Influenza Viruses  
Legionella  
Lyme Disease  
Lymphogranuloma Venereum (LGV)  
Malaria  
Measles (Rubeola)  
Meningitis  
Microsporidium  
Mononucleosis  
Mumps  
Mycoplasma  
Papillomaviruses  
Parvovirus B19  
Pneumonia  
Polyomaviruses  
Pseudomonas Aeruginosa  
Rabies

Respiratory Syncytial Virus (RSV)

Rhinoviruses

Rotavirus

Rubella

Salmonellosis

Septicemia

Shigellosis

Staphylococcus Aureus

Streptococci

Syphilis

Toxoplasmosis

Trichomonas Vaginalis

Tuberculosis

Vibrio

West Nile Virus

Yersinia

## 2. Cancer Testing

### a. Overview

### b. Major Cancer Types

Prostate

Lung

Colon and Rectum

Breast

Skin

Uterine

Leukemia

Oral

### c. Oncogenes

Abl/abl-bcr

AIB1

BCL-2

BRCA1

CD44

C-fos

C-myb

C-myc

CYP17

Erb-B

HPC1

N-myc

P40

P51

P53

PIK3CA

PTI-1

Ras

Reg

Sis

Src

### 3. Genetic Diseases

a. Overview

b. Nucleic Acid Amplification

c. Chromosome Imaging

d. Genomics Technologies

e. Proteomics Technologies

f. Current Pharmacogenomic Tests

g. Future Pharmacogenomic Testing

h. Major Diseases

Achondroplasia

Autosomal Dominant Polycystic Kidney Disease

Cancer

Cosmetogenomics

Cystic Fibrosis

Down's Syndrome

Duchenne and Becker Muscular Dystrophy

Factor V (Leiden)

Factor IX Deficiency

Fragile X Syndrome

Heart Disease

Hemochromatosis

Hemophilia

Huntington's Disease

Maternal-Fetal Incompatibility

Multiple Endocrine Neoplasia

Phenylketonuria (PKU)

Polycystic Kidney Disease (PKD)

Prenatal Screening

Retinitis Pigmentosa

Retinoblastoma

Sickle Cell Anemia

Spinal Muscular Atrophy

Vitamin B12 Metabolism

i. Social Issues and Concerns

#### 4. Forensic Testing

a. Overview

b. Multilocus and Single Locus Probes

Multilocus Probes

Single Locus Probes

PCR and RFLP

c. The FBI

d. DNA Profile Data Banks

U.S.A.

U.K.

e. Judicial Implementation

f. Major Crime Categories

g. Factors Contributing to the DNA Probe Market Expansion

Technology Availability

Use of Hair as Evidence

h. Wildlife Forensics

#### 5. Paternity Testing/HLA Typing

#### 6. Other Applications

a. Disease Susceptibility Testing

b. Cardiovascular Diseases

c. Diabetes

d. Alzheimer's Disease

e. Periodontal Disease

f. Plasma Purification

g. Organ Transplantation

h. Water Contamination

i. Other

#### H. Competing/complementing

1. Monoclonal Antibodies/Immunoassays

2. RNA Probes

3. Two-Dimensional Electrophoresis

4. Flow Cytometry

## VII. WORLDWIDE MARKET OVERVIEW

1. Business Environment
2. Market Structure
3. Market Size and Growth

## **VIII. FRANCE MOLECULAR DIAGNOSTICS MARKET**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

## **IX. GERMANY MOLECULAR DIAGNOSTICS MARKET**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

## **X. ITALY MOLECULAR DIAGNOSTICS MARKET**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

## **XI. JAPAN MOLECULAR DIAGNOSTICS MARKET**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

## **XII. SPAIN MOLECULAR DIAGNOSTICS MARKET**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

### **XIII. U.K. MOLECULAR DIAGNOSTICS MARKET**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

### **XIV. U.S.A. MOLECULAR DIAGNOSTICS MARKET**

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Test Volume and Sales Forecasts, Major Supplier Sales and Market Shares

### **XV. COMPETITIVE ASSESSMENTS**

Abbott  
Affymetrix  
Agilent Technologies  
Applied Gene Technologies  
Arca Biopharma  
Beckman Coulter/Danaher  
Becton Dickinson  
Biokit  
bioMerieux  
Bio-Rad  
Biotest  
Cepheid  
CellMark Forenciscs/LabCorp  
Decode Genetics  
Diadexus

Eiken  
Elitech Group  
Enzo  
Exact Sciences  
Fujirebio  
Grifols  
Hologic/Gen-Probe  
Illumina  
Kreatech/Leica  
Li-Cor Biosciences  
Monogram Biosciences/LabCorp  
Myriad Genetics  
Ortho-Clinical Diagnostics  
Perkin Elmer/Caliper  
Proteome Sciences  
Qiagen  
Roche  
Scienion  
Sequenom  
Shimadzu  
Siemens  
Sierra Molecular  
Takara Bio  
Tecan Group  
Thermo Fisher

## **XVI. APPENDIX: MAJOR UNIVERSITIES AND RESEARCH CENTERS DEVELOPING MOLECULAR DIAGNOSTIC TECHNOLOGIES**

## List Of Tables

### LIST OF TABLES

Major Companies Developing or Marketing AIDS Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Adenovirus Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Bartonella Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Campylobacter Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Candida Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Chlamydia Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Clostridium Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Coronavirus Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Cryptosporidium Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing CMV Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Echovirus Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Enterovirus Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing EBV Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Giardia Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Gonorrhea Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Hantavirus Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Helicobacter Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Hepatitis Molecular Diagnostic and Other



Direct Identification Tests

Major Companies Developing or Marketing Herpes Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Influenza Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Legionella Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Lyme Disease Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Measles Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Meningitis Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Mononucleosis Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Mumps Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Mycoplasma Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Pneumonia Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing RSV Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Rotavirus Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Rubella Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Salmonella Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Septicemia Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Shigella Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Streptococci Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Syphilis Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Toxoplasmosis Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Trichomonas Molecular Diagnostic and Other Direct Identification Tests

Major Companies Developing or Marketing Tuberculosis Molecular Diagnostic and Other Direct Identification Tests

Oncogenes Potential Application in Cancer Diagnosis

Major Companies Developing or Marketing Cancer Molecular Diagnostic Tests

Major Companies Developing or Marketing Molecular Diagnostic Tests For Genetic Diseases

Worldwide, Laboratories Performing DNA Sequencing by Country

Worldwide, Molecular Diagnostics Market Potential Laboratory Universe by Country

Worldwide, Molecular Diagnostic Test Volume Forecast by Country

Worldwide, Molecular Diagnostics Market Forecast by Country

France Molecular Diagnostics Test Volume And Sales By Major Application

France Laboratories Performing DNA Sequencing By Market Segment

France Molecular Diagnostics Market Potential Laboratory Universe by Market Segment

France Molecular Diagnostics Test Volume By Major Application

France Major Infectious Disease Test Volume by Assay

France Major Infectious Disease Test Volume by Method

France Molecular Diagnostics Market By Major Application

France Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers

France Major Infectious Disease Diagnostics Market by Assay

France AIDS Testing Market Estimated Sales by Major Supplier

France Adenovirus Testing Market Estimated Sales by Major Supplier

France Chlamydia Testing Market Estimated Sales by Major Supplier

France CMV Testing Market Estimated Sales by Major Supplier

France Gonorrhea Testing Market Estimated Sales by Major Supplier

France Hepatitis Testing Market Estimated Sales by Major Supplier

France Hepatitis C Testing Market Estimated Sales by Major Supplier

France HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier

France Herpes Testing Market Estimated Sales by Major Supplier

France Influenza Testing Market Estimated Sales by Major Supplier

France Meningitis Testing Market Estimated Sales by Major Supplier

France Mycoplasma Testing Market Estimated Sales by Major Supplier

France RSV Testing Market Estimated Sales by Major Supplier

France Shigella Testing Market Estimated Sales by Major Supplier

Germany Molecular Diagnostics Test Volume And Sales By Major Application

Germany Laboratories Performing DNA Sequencing By Market Segment

Germany Molecular Diagnostics Market Potential Laboratory Universe by Market

## Segment

Germany Molecular Diagnostics Test Volume By Major Application

Germany Major Infectious Disease Test Volume by Assay

Germany Major Infectious Disease Test Volume by Method

Germany Molecular Diagnostics Market By Major Application

Germany Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers

Germany Major Infectious Disease Diagnostics Market by Assay

Germany AIDS Testing Market Estimated Sales by Major Supplier

Germany CMV Testing Market Estimated Sales by Major Supplier

Germany EBV Testing Market Estimated Sales by Major Supplier

Germany Gonorrhea Testing Market Estimated Sales by Major Supplier

Germany Hepatitis Testing Market Estimated Sales by Major Supplier

Germany Hepatitis C Testing Market Estimated Sales by Major Supplier

Germany HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier

Germany Herpes Testing Market Estimated Sales by Major Supplier

Germany Influenza Testing Market Estimated Sales by Major Supplier

Germany Meningitis Testing Market Estimated Sales by Major Supplier

Germany Mycoplasma Testing Market Estimated Sales by Major Supplier

Germany Pneumonia Testing Market Estimated Sales by Major Supplier

Germany RSV Testing Market Estimated Sales by Major Supplier

Germany Rotavirus Testing Market Estimated Sales by Major Supplier

Italy Molecular Diagnostics Test Volume And Sales By Major Application

Italy Laboratories Performing DNA Sequencing By Market Segment

Italy Molecular Diagnostics Market Potential Laboratory Universe by Market Segment

Italy Molecular Diagnostics Test Volume By Major Application

Italy Major Infectious Disease Test Volume by Assay

Italy Major Infectious Disease Test Volume by Method

Italy Molecular Diagnostics Market By Major Application

Italy Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers

Italy Major Infectious Disease Diagnostics Market by Assay

Italy AIDS Testing Market Estimated Sales by Major Supplier

Italy CMV Testing Market Estimated Sales by Major Supplier

Italy Gonorrhea Testing Market Estimated Sales by Major Supplier

Italy Hepatitis Testing Market Estimated Sales by Major Supplier

Italy Hepatitis C Testing Market Estimated Sales by Major Supplier

Italy HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier

Italy Herpes Testing Market Estimated Sales by Major Supplier

Italy Influenza Testing Market Estimated Sales by Major Supplier  
Italy Meningitis Testing Market Estimated Sales by Major Supplier  
Italy Mycoplasma Testing Market Estimated Sales by Major Supplier  
Italy RSV Testing Market Estimated Sales by Major Supplier  
Japan Molecular Diagnostics Test Volume And Sales By Major Application  
Japan Laboratories Performing DNA Sequencing By Market Segment  
Japan Molecular Diagnostics Market Potential Laboratory Universe by Market Segment  
Japan Molecular Diagnostics Test Volume By Major Application  
Japan Major Infectious Disease Test Volume by Assay  
Japan Major Infectious Disease Test Volume by Method  
Japan Molecular Diagnostics Market By Major Application  
Japan Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers  
Japan Major Infectious Disease Diagnostics Market by Assay  
Japan AIDS Testing Market Estimated Sales by Major Supplier  
Japan Chlamydia Testing Market Estimated Sales by Major Supplier  
Japan CMV Testing Market Estimated Sales by Major Supplier  
Japan Gonorrhea Testing Market Estimated Sales by Major Supplier  
Japan Hepatitis Testing Market Estimated Sales by Major Supplier  
Japan Hepatitis C Testing Market Estimated Sales by Major Supplier  
Japan Herpes Testing Market Estimated Sales by Major Supplier  
Japan Meningitis Testing Market Estimated Sales by Major Supplier  
Japan Mycoplasma Testing Market Estimated Sales by Major Supplier  
Japan Pneumonia Testing Market Estimated Sales by Major Supplier  
Japan Shigella Testing Market Estimated Sales by Major Supplier  
Spain Molecular Diagnostics Test Volume And Sales By Major Application  
Spain Laboratories Performing DNA Sequencing By Market Segment  
Spain Molecular Diagnostics Market Potential Laboratory Universe by Market Segment  
Spain Molecular Diagnostics Test Volume By Major Application  
Spain Major Infectious Disease Test Volume by Assay  
Spain Major Infectious Disease Test Volume by Method  
Spain Molecular Diagnostics Market By Major Application  
Spain Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers  
Spain Major Infectious Disease Diagnostics Market by Assay  
Spain AIDS Testing Market Estimated Sales by Major Supplier  
Spain Chlamydia Testing Market Estimated Sales by Major Supplier  
Spain CMV Testing Market Estimated Sales by Major Supplier  
Spain Gonorrhea Testing Market Estimated Sales by Major Supplier

Spain Hepatitis Testing Market Estimated Sales by Major Supplier  
Spain Hepatitis C Testing Market Estimated Sales by Major Supplier  
Spain HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier  
Spain Herpes Testing Market Estimated Sales by Major Supplier  
Spain Influenza Testing Market Estimated Sales by Major Supplier  
Spain Meningitis Testing Market Estimated Sales by Major Supplier  
Spain Mycoplasma Testing Market Estimated Sales by Major Supplier  
U.K. Molecular Diagnostics Test Volume And Sales By Major Application  
U.K. Laboratories Performing DNA Sequencing By Market Segment  
U.K. Molecular Diagnostics Market Potential Laboratory Universe by Market Segment  
U.K. Molecular Diagnostics Test Volume By Major Application  
U.K. Major Infectious Disease Test Volume by Assay  
U.K. Major Infectious Disease Test Volume by Method  
U.K. Molecular Diagnostics Market By Major Application  
U.K. Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers  
U.K. Major Infectious Disease Diagnostics Market by Assay  
U.K. AIDS Testing Market Estimated Sales by Major Supplier  
U.K. Gonorrhea Testing Market Estimated Sales by Major Supplier  
U.K. Hepatitis Testing Market Estimated Sales by Major Supplier  
U.K. Hepatitis C Testing Market Estimated Sales by Major Supplier  
U.K. HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier  
U.K. Influenza Testing Market Estimated Sales by Major Supplier  
U.K. Mycoplasma Testing Market Estimated Sales by Major Supplier  
U.K. Pneumonia Testing Market Estimated Sales by Major Supplier  
U.K. Shigella Testing Market Estimated Sales by Major Supplier  
U.S.A. Molecular Diagnostics Test Volume And Sales By Major Application  
U.S.A. Laboratories Performing DNA Sequencing By Market Segment  
U.S.A. Molecular Diagnostics Market Potential Laboratory Universe by Market Segment  
U.S.A. Molecular Diagnostics Test Volume by Major Application  
U.S.A. Major Infectious Disease Test Volume by Assay  
U.S.A. Major Infectious Disease Test Volume by Method  
U.S.A. Molecular Diagnostics Market By Major Application  
U.S.A. Molecular Diagnostics Market Estimated Sales And Market Shares of Major Suppliers  
U.S.A. Major Infectious Disease Diagnostics Market by Assay  
U.S.A. AIDS Testing Market Estimated Sales by Major Supplier  
U.S.A. Adenovirus Testing Market Estimated Sales by Major Supplier  
U.S.A. Chlamydia Testing Market Estimated Sales by Major Supplier



U.S.A. CMV Testing Market Estimated Sales by Major Supplier  
U.S.A. Echovirus Testing Market Estimated Sales by Major Supplier  
U.S.A. Enterovirus Testing Market Estimated Sales by Major Supplier  
U.S.A. EBV Testing Market Estimated Sales by Major Supplier  
U.S.A. Gonorrhea Testing Market Estimated Sales by Major Supplier  
U.S.A. Hepatitis Testing Market Estimated Sales by Major Supplier  
U.S.A. Hepatitis C Testing Market Estimated Sales by Major Supplier  
U.S.A. HIV/Hepatitis Blood Screening NAT Market Reagent Sales by Major Supplier  
U.S.A. Herpes Testing Market Estimated Sales by Major Supplier  
U.S.A. Influenza Testing Market Estimated Sales by Major Supplier  
U.S.A. Meningitis Testing Market Estimated Sales by Major Supplier  
U.S.A. Mycoplasma Testing Market Estimated Sales by Major Supplier  
U.S.A. Pneumonia Testing Market Estimated Sales by Major Supplier  
U.S.A. Rabies Testing Market Estimated Sales by Major Supplier  
U.S.A. RSV Testing Market Estimated Sales by Major Supplier  
U.S.A. Salmonella Testing Market Estimated Sales by Major Supplier  
U.S.A. Shigella Testing Market Estimated Sales by Major Supplier  
U.S.A. West Nile Virus Nat Market Reagent Sales by Major Supplier

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