

# **World Tumor Marker and Special Chemistry Testing Market 2014: US, Europe (France, Germany, Italy, Spain, UK), Japan**

<https://marketpublishers.com/r/W055B0D7BF2EN.html>

Date: January 2014

Pages: 320

Price: US\$ 6,800.00 (Single User License)

ID: W055B0D7BF2EN

## **Abstracts**

Complete report **\$8,500**. DataPack (test volumes, sales forecasts, supplier shares) **\$5,500**.

This new 320-page report from Venture Planning Group contains 83 tables and provides analysis of the global tumor markers and special chemistry testing market, including emerging tests, technologies, instrumentation, sales forecasts by country, market shares, and strategic profiles of leading suppliers.

The report provides test volume and sales forecasts by country and market segment for the following assays: AFP, CA 15-3/27-29, CA 19-9, CEA, Folate (Folic Acid), Glycosylated Hemoglobin, HCG, 25-Hydroxy Vitamin D2 and D3, Occult Blood, PAP, PSA, Thyroglobulin, Vitamin B-12

During the next decade, the tumor markers and special chemistry testing market will undergo significant transformation. These changes will be caused by convergence of new and more stringent regulations; advances in diagnostic technologies, system engineering, automation, and IT; and intensifying competition. Some segments will start resembling commodity markets, where product positioning and cost per test are more critical than underlying technology. This evolving marketplace will create exciting opportunities for a variety of new instruments, reagent systems, and auxiliary products, such as specimen preparation devices, controls, calibrators and others.

**'World Tumor Markers and Special Chemistry Testing Market 2014: US, Europe (France, Germany, Italy, Spain, UK), Japan'** is a unique worldwide market and technology assessment designed to help current suppliers and potential market entrants

identify and evaluate emerging opportunities and developed effective strategic responses. The study provides five-year forecasts for major assays; compares features of leading analyzers; and profiles key competitors.

Contains 320 pages and 83 tables

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