Research and Markets: European Blood Banking Market - France, Germany, Italy, Spain and UK: Supplier Shares and Sales Forecasts for 40 Typing, Grouping and Screening Tests by Country

The Associated Press

DUBLIN--(BUSINESS WIRE)--Jan 9, 2013--Research and Markets (http://www.researchandmarkets.com/research/k8js8t/future_horizons) has announced the addition of the "Future Horizons in the European Blood Banking Market - France, Germany, Italy, Spain and UK: Supplier Shares and Sales Forecasts for 40 Typing, Grouping and Screening Tests by Country" report to their offering.

This unique report provides information not available from any other published source, including volume, sales, and leading supplier shares by test.

This comprehensive five-country report is designed to help current suppliers and potential market entrants identify and evaluate emerging opportunities in the European blood banking market during the next five years, and to assist industry executives in developing effective business, new product development and marketing strategies.

The report explores future marketing and technological trends in France, Germany, Italy, Spain and the UK; 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 five years.

During the next five years, the blood banking market will 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.

Key Topics Covered: Major Blood Typing, Grouping and Infectious Disease Screening Tests Instrumentation Review: Operating Characteristics, Features and Selling Prices of Leading Automated and Semiautomated Analyzers Major in Vitro Diagnostic Technologies And Their Potential Applications Sales and Market Shares for Blood Typing, Grouping and Infectious Disease Screening Tests Major Product

Development Opportunities Alternative Market Penetration Strategies Potential Market Entry Barriers and Risks Competitive Assessments Companies Mentioned - Abbott - Beckman Coulter/Danaher - Becton Dickinson - Biokit - BioMerieux - Bio-Rad - Diagast - DiaSorin - Fujirebio - Gen-Probe - Grifols - Immucor - Innogenetics - Ortho-Clinical Diagnostics - Orchid CellMark - Novartis Diagnostics - Proteome Sciences - Roche - Siemens - Tecan For more information visit http://www.researchandmarkets.com/research/k8js8t/future_horizons CONTACT: Research and Markets Laura Wood, Senior Manager press@researchandmarkets.com U.S. Fax: 646-607-1907 Fax (outside U.S.): +353-1-481-1716 Sector:Healthcare and Medical Devices KEYWORD: UNITED KINGDOM EUROPE INDUSTRY KEYWORD: HEALTH MEDICAL DEVICES SOURCE: Research and Markets Copyright Business Wire 2013 PUB: 01/09/2013 10:01 AM/DISC: 01/09/2013 10:02 AM http://www.businesswire.com/news/home/20130109005959/

Source URL (retrieved on *09/16/2014 - 5:53am*):
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