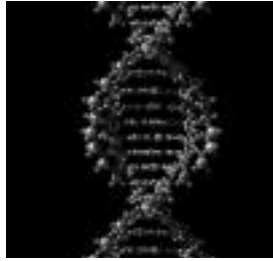




MEDICAL DEVICES



PHARMACEUTICALS



CHEMICALS



FOOD & BEVERAGE



ELECTRONICS

Molecular Diagnostics Market DNA Probes And Biochips

NEW PRODUCT DEVELOPMENT OPPORTUNITES
AND BUSINESS EXPANSION STRATEGIES
FOR INSTRUMENT AND REAGENT SUPPLIERS

FRANCE
GERMANY
ITALY
JAPAN
SPAIN
UK
USA

Contains two volumes, over 1,050 pages and 96 tables

Includes a 640-page Worldwide Market and Technology Overview



VENTURE PLANNING GROUP

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INFORMATION · INTELLIGENCE · ANALYSIS · INSIGHT

About This Report

The "Molecular Diagnostics Market" report was prepared by VPG in order to assist diagnostics industry executives in evaluating emerging opportunities and developing effective business, R&D and marketing strategies for this dynamic and rapidly evolving market segment.

The study is based on discussions with clinical pathologists, laboratory directors, as well as executives from leading companies and start-up firms developing innovative tests and instrumentation in the U.S., five major European countries and Japan.

In addition to primary sources of information, a comprehensive review of the technical and business publications, manufacturer product literature, industry analyst reports, as well as Venture Planning Group's proprietary data files was conducted.

This two-volume, 1050-page report contains 96 tables and presents the following information:

Worldwide Market Overview

- Laboratories performing DNA sequencing and molecular diagnostic testing, by country and market segment.
- Ten-year test volume and sales projections, by country.

Market Segmentation Analysis

- Sales and market shares of major suppliers of molecular diagnostic tests and kit components.
- Ten-year test volume and sales forecasts for major applications, including:
 - Infectious Diseases • Forensic Testing
 - Cancer • Paternity Testing/HLA Typing
 - Genetic Diseases • Others
- Ten-year test volume and sales projections for 30 molecular diagnostic assays.
- A comprehensive analysis of the DNA sequencing market, by country and laboratory segment, including:
 - Industrial • Academic
 - Government • Commercial
- A detailed market segmentation analysis, including review of the market dynamics, trends, structure, size, growth and major suppliers, by country.

Product/Technology Review

- A comparison of leading molecular diagnostic analyzers from Abbott, Beckman Coulter, BD, Bio-Rad, Gen-Probe, Roche, Tecan and others.
- An extensive review of the 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 (up to 7 pages each) strategic assessments of 45 major suppliers and emerging market entrants, including their sales, product portfolios, marketing tactics, collaborative arrangements and new projects in R&D.
- Comprehensive listings of companies developing and marketing molecular diagnostic products, by test and application.

Opportunities and Strategic Recommendations

- Sixty-three specific new product development opportunities with potentially significant market appeal during the next ten years.
- Design criteria for new products.
- Alternative market penetration strategies.
- Potential market entry barriers and risks.
- Business planning issues and concerns.

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