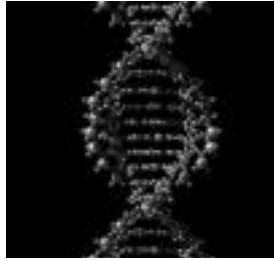




MEDICAL DEVICES



PHARMACEUTICALS



CHEMICALS



FOOD & BEVERAGE



ELECTRONICS

THE BLOOD BANKING Market

EMERGING OPPORTUNITIES AND BUSINESS DEVELOPMENT STRATEGIES

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ITALY
JAPAN
SPAIN
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Contains nearly 850 pages and 240 tables

Includes a 70-page Worldwide Market Overview

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About This Report

The “**Blood Banking Market**” report is part of a multiclient study series published by VENTURE PLANNING GROUP in order to help current suppliers, and companies planning to diversify into the in vitro diagnostics industry, to evaluate emerging opportunities and develop effective business, R&D, and marketing responses.

The study is based on a combination of primary and secondary information sources, including interviews with blood bankers, laboratory directors, and executives of leading diagnostics companies 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 files was conducted.

This two-volume report contains 850 pages, 240 tables and presents the following information:

Sales and Market Share Analysis

- Sales and market share estimates for leading suppliers of blood typing, grouping, and infectious disease screening reagents and instruments, by country and individual product.

Instrument Placements

- Annual placements and installed base of major automated and semiautomated analyzers, by supplier and model.

Competitive Assessments

- Strategic assessments (up to 5 pages each) of 23 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, by country.
- Test volume and sales forecasts for 24 blood typing and grouping procedures, as well as 14 infectious disease screening assays, including NAT, by country and market segment:
 - Blood Centers
 - Plasma Fractionation Facilities
 - Hospitals
 - Commercial/Private Laboratories
 - Military Blood Banks

Current and Emerging Products

- Analysis of current and emerging blood typing, grouping, and infectious disease screening assays, including NAT.
- Review of 21 automated and semiautomated analyzers, including their operating characteristics, features, and selling prices.

Technology Review

- Assessment of 13 current and emerging technologies, and their potential applications for the blood banking market.
- Comprehensive lists of companies developing or marketing new blood banking technologies and products, by test.

Worldwide Market Overview

- Estimates of facilities performing blood banking tests, by country.
- Test volume and sales projections for blood typing, grouping, and infectious disease screening tests, by country.

Strategic Recommendations

- Twenty-two new product development opportunities with significant market appeal.
- Alternative market penetration strategies.
- Potential market entry barriers and risks.



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*THE BLOOD BANKING MARKET : US, Europe, Japan
Emerging Opportunities and Business Expansion Strategies For Suppliers*

Table of Contents

- I. Introduction*
- II. 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*
 - Structure and Composition*
 - Classification*
 - Origin of AIDS*
 - Animal Lentivirus Systems*
 - Virus Receptors*
 - HIV Infections in Humans*
 - Pathogenesis & Pathology*
 - Overview of Course of HIV Infection*
 - CD4T Lymphocytes and Memory Cells*
 - Monocytes and Macrophages*
 - Lymphoid Organs*
 - Neural Cells*
 - Viral Coinfections*
 - Clinical Findings*
 - Plasma Viral Load*
 - Pediatric AIDS*
 - Neurologic Disease*
 - Opportunistic Infections*
 - Protozoa*
 - Fungi*
 - Bacteria*

Table of Contents (continued)

- Viruses
 - Cancer
 - Immunity
 - Laboratory Diagnosis
 - Virus Isolation
 - Serology
 - Detection of Viral Nucleic Acid or Antigens
 - Epidemiology
 - Worldwide Spread of AIDS
 - United States
 - Routes of Transmission
 - Prevention, Treatment, And Control
 - Antiviral Drugs
 - Vaccines Against HIV
 - Transmission of HIV in Blood Products
 - HIV Transmission in Transplant and Artificial Insemination Recipients
 - Diagnostic Tests
 - Enzyme Immunoassay Interpretation
 - Specificity, Sensitivity, and Predictive Value of Enzyme Immunoassay
 - Competition Assays
 - Western Blot Technique
 - Immuno-Fluorescence Assay (IFA)
 - Radioimmunoprecipitation
 - HIV-1/HIV-2 Combination Testing
 - Methods of HIV-Antigen Detection
 - Antigen Assays and Blood Screening
 - Urine Tests
 - DNA Probes
 - Overview
 - Quantitative Polymerase Chain Reaction
 - In Situ PCR
 - Needed Improvements
 - Viral Load/Drug Resistance Testing
 - Genotype and Phenotype Testing
 - Blood Banking Considerations
- b. Hepatitis
- Hepatitis A
 - Hepatitis B
 - Structure and Composition
 - Replication of Hepatitis B Virus

Table of Contents (continued)

- Hepatitis C
- Hepatitis D (Delta Hepatitis)
- Hepatitis E
- Hepatitis G
- Hepatitis Virus Infections In Humans
 - Pathology
- Clinical Findings
- Laboratory Features
 - Hepatitis A
 - Hepatitis B
 - Hepatitis C
 - Hepatitis D
 - Hepatitis E
- Virus-Host Immune Reactions
- Epidemiology
 - Hepatitis A
 - Hepatitis B
 - Hepatitis C
 - Hepatitis D (Delta Agent)
- Vaccines and Drugs
- c. Cytomegalovirus
 - Background
 - Chorioretinitis
 - Gastrointestinal
 - Central Nervous System Disease
 - 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
 - Erythema Infectiosum Slapped (cheek)
 - Adult Polyarthropathy

Table of Contents (continued)

- Transient Aplastic Crisis
 - Transient Pancytopenia
 - Red Cell Aplasia in the Immunocompromised
 - Perinatal Infections
 - Diagnosis
 - Treatment
 - g. Creutzfeldt-Jakob's Disease
 - Background
 - Transmission
 - Diagnostic Tests
 - Major Commercial and Academic Players
 - Bayer
 - Disease Sciences/BioTec Global
 - Imperial College School of Medicine
 - Ortho-Clinical Diagnostics
 - Pall
 - ProMetic Life Sciences
 - Proteome Sciences/Idexx
 - Q-One Biotech
 - Serono
 - U.S. Agricultural Research Service
 - Drugs
 - Vaccines
 - h. Malaria
 - i. Chagas Disease
 - j. Babesiosis
 - 3. Pathogen Reduction
 - 4. Leukocyte Reduction
 - Background
 - Methods
- B. Instrumentation Review
- Introduction
1. Abbott Architect i2000 Series
 2. Abbott AxSYM
 3. Abbott LCx
 4. Abbott Prism
 5. Abbott Quantum II
 6. Beckman Coulter/Biomex FX
 7. Beckman Coulter BloodTrack Courier
 8. Beckman Coulter OLA2500

Table of Contents (continued)

9. Beckman Coulter PK7100
 10. Beckman Coulter PK7200
 11. Beckman Coulter PK80
 12. Beckman Coulter Tango
 13. Bio-Rad Elite
 14. Bio-Rad GeneScope
 15. BioMerieux Bac/Alert
 16. Gen-Probe Tigris
 17. Grifols Diana
 18. Immucor ABS2000
 19. Immucor Galileo
 20. Immucor Rosys Plato System
 21. Nanosphere Verigen Series
 22. Ortho AutoVue/ProVue
 23. Ortho StarFame Combo
 24. Ortho Summit Processor
 25. Roche Cobas Amplicor
 26. Roches Cobas s 201
 27. Sarstedt PVS
 28. Siemens BEP 2000
 29. Siemens Quadriga
 30. Siemens SDA
 31. Tecan ELPHAtyper
 32. Tecan Genesis FE500
 33. Tecan Hemotyper
 34. Tecan LS Series
 35. Tecan MegaFlex
 36. Tecan MiniSwift
- C. Major in Vitro Diagnostic Technologies
And Their Potential Applications
1. Molecular Diagnostics
 - a. Overview
 - b. NAT
 2. Monoclonal and Polyclonal Antibodies
 3. Immunoassays
 - a. Technological Principle
 - b. Enzyme Immunoassays (EIA)
 - Overview
 - ELISA
 - Enzyme Amplification
 - c. Fluorescent Immunoassays
 - Fluorescence Polarization

Table of Contents (continued)

- d. Luminescence
 - Chemiluminescence
 - Bioluminescence
- e. Latex Agglutination
- f. Immunoprecipitation
- 4. Microtitration Plates
- 5. Information Technology
- 6. Automation
- 7. Lasers
- 8. Robotics
- 9. Artificial Intelligence
- 10. Synthetic Red Cell Substitutes
 - 11. Genetically Engineered Blood Components
 - a. Albumin
 - b. Factor VIII
 - c. Alpha-2 Antiplasmin
 - d. Antithrombin III
 - e. Factor IX
 - f. Von Willebrand's Factor
 - g. Fibrinogen
 - h. t-PA
 - 12. Blood Preservation
 - 13. Autologous Blood Transfusion/Freezing
- D. Worldwide Market Overview
 - 1. Business Environment
 - 2. Market Structure
 - 3. Market Size and Growth

France

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Growth and Major Suppliers'
Consumable Sales, Instrument Placements,
Installed Base and Market Shares

Table of Contents (continued)

Germany

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Growth and Major Suppliers'
Consumable Sales, Instrument Placements,
Installed Base and Market Shares

Italy

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Growth and Major Suppliers'
Consumable Sales, Instrument Placements,
Installed Base and Market Shares

Japan

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Growth and Major Suppliers'
Consumable Sales, Instrument Placements,
Installed Base and Market Shares

Spain

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Growth and Major Suppliers'
Consumable Sales, Instrument Placements,
Installed Base and Market Shares

U.K.

- A. Executive Summary
- B. Business Environment
- C. Market Structure
- D. Market Size, Growth and Major Suppliers'
Consumable Sales, Instrument Placements,
Installed Base and Market Shares

Table of Contents (continued)

U.S.A.

- A. Executive Summary
- B. Business Environment
 - 1. Overview
 - 2. Health Care Expenditures
 - 3. Cost Consciousness
 - 4. Industry Consolidation
 - 5. Managed Care
 - 6. Hospitals
 - 7. Admissions
 - 8. Length of Stay
 - 9. Industry Diversification
 - 10. Physician Demographics
 - 11. Population Aging
 - a. Chronic Illnesses
 - b. Disease Incidence
 - c. Susceptibility to Latrogenesis
 - d. Multiple Illness Cases
 - 12. Laboratory Regulations
- C. Market Structure
- D. Market Size, Growth and Major Suppliers' Consumable Sales, Instrument Placements, Installed Base and Market Shares

Major Product Development Opportunities

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

Alternative Market Penetration Strategies

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

Potential Market Entry Barriers and Risks

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

Table of Contents (continued)

Competitive Assessments

- Abbott
- Beckman Coulter
- 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

Appendix: Assumed Currency Exchange Rates

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*

*Worldwide, All Market Segments, Facilities
Performing Blood Bank Tests By Country*

*Worldwide, All Market Segments, Total
Blood Typing and Grouping Test Volume Forecast
By Country*

*Worldwide, All Market Segments, Total
Infectious Disease Screening Test Volume Forecast*

*Worldwide, All Market Segments, Total
Blood Typing and Grouping Reagent Market Forecast
By Country*

*Worldwide, All Market Segments, Total
Infectious Disease Reagent Market Forecast
By Country*

List of Tables (continued)

Executive Summary Table: France, Total Blood Bank Test Volume and Reagent Sales Forecast By Test Category

France, Facilities Performing Blood Bank Tests by Market Segment

France, Hospital Laboratories Performing Blood Bank Tests by Bed Size

France, Commercial/Private Laboratories Performing Blood Bank Tests By Annual Test Volume

France, All Market Segments Blood Typing And Grouping Test Volume Forecast by Market Segment

France, All Market Segments Blood Typing And Grouping Test Volume Forecast

France, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast

France, Blood Banks Blood Typing And Grouping Test Volume Forecast

France, Commercial/Private Laboratories Blood Typing and Grouping Test Volume Forecast

France, All Market Segments Infectious Disease Screening Test Volume Forecast By Market Segment

France, All Market Segments Infectious Disease Screening Test Volume Forecast

France, Blood Banks Infectious Disease Screening Test Volume Forecast

List of Tables (continued)

*France, Commercial/Private Laboratories
Infectious Disease Screening Test Volume Forecast*

*France, Hospital Laboratories Infectious
Disease Screening Test Volume Forecast*

*France, All Market Segments Blood Typing
And Grouping Reagent Market Forecast
By Market Segment*

*France, All Market Segments Blood Typing
And Grouping Reagent Market Forecast
By Major Test*

*France, Hospital Laboratories Blood
Typing and Grouping Reagent Market Forecast
By Major*

*France, Blood Banks Blood Typing and
Grouping Reagent Market Forecast by Major
Test*

*France, Commercial/Private Laboratories
Blood Typing and Grouping Reagent Market Forecast
By Major Test*

*France, All Market Segments Infectious
Disease Screening Reagent Market Forecast
By Market Segment*

*France, All Market Segments Infectious
Disease Screening Reagent Market Forecast
By Test*

*France, Blood Banks Infectious Disease
Screening Reagent Market Forecast by Test*

List of Tables (continued)

*France, Commercial/Private Laboratories
Infectious Disease Screening Reagent Market Forecast
By Test*

*France, Hospital Laboratories Infectious
Disease Screening Reagent Market Forecast by Test*

*France, Major Suppliers of Blood Typing
And Grouping Reagents Estimated Sales
And Market Shares*

*France, HIV/HTLV Blood Screening Market,
Reagent Sales by Major Supplier*

*France, Hepatitis Blood Screening Market,
Reagent Sales by Major Supplier*

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

*France, CMV Blood Screening Market,
Reagent Sales By Major Supplier*

*France, Syphilis Blood Screening Market,
Reagent Sales By Major Supplier*

*France, Major Suppliers of Blood Bank
Automated Analyzers, Estimated Placements and
Installed Base By Supplier and Model*

*Executive Summary Table: Germany, Total Blood Bank
Test Volume and Reagent Sales Forecast by Test
Category*

*Germany, Facilities Performing Blood
Bank Tests by Market Segment*

*Germany, Hospital Laboratories Performing
Blood Bank Tests by Bed Size*

List of Tables (continued)

*Germany, Commercial/Private Laboratories
Performing Blood Bank Tests by Annual
Test Volume*

*Germany, All Market Segments Blood Typing
And Grouping Test Volume Forecast by Market
Segment*

*Germany, All Market Segments Blood Typing
And Grouping Test Volume Forecast*

*Germany, Hospital Laboratories Blood
Typing and Grouping Test Volume Forecast*

*Germany, Blood Banks Blood Typing
And Grouping Test Volume Forecast*

*Germany, Commercial/Private Laboratories
Blood Typing and Grouping Test Volume Forecast*

*Germany, All Market Segments Infectious
Disease Screening Test Volume Forecast
By Market Segment*

*Germany, All Market Segments Infectious
Disease Screening Test Volume Forecast*

*Germany, Blood Banks Infectious Disease
Screening Test Volume Forecast*

*Germany, Commercial/Private Laboratories
Infectious Disease Screening Test Volume Forecast*

*Germany, Hospital Laboratories Infectious
Disease Screening Test Volume Forecast*

*Germany, All Market Segments Blood Typing
And Grouping Reagent Market Forecast by Market
Segment*

List of Tables (continued)

*Germany, All Market Segments Blood Typing
And Grouping Reagent Market Forecast
By Major Test*

*Germany, Hospital Laboratories Blood
Typing and Grouping Reagent Market Forecast
By Major Test*

*Germany, Blood Banks Blood Typing and
Grouping Reagent Market By Major Test Forecast*

*Germany, Commercial/Private Laboratories
Blood Typing and Grouping Reagent Market Forecast
By Major Test*

*Germany, All Market Segments Infectious
Disease Screening Reagent Market Forecast
By Market Segment*

*Germany, All Market Segments Infectious
Disease Screening Reagent Market Forecast by Test*

*Germany, Blood Banks Infectious Disease
Screening Reagent Market Forecast by Test*

*Germany, Commercial/Private Laboratories
Infectious Disease Screening Reagent Market Forecast
By Test*

*Germany, Hospital Laboratories Infectious
Disease Screening Reagent Market Forecast by Test*

*Germany, Major Suppliers of Blood Typing
And Grouping Reagents Estimated Sales
And Market Shares*

*Germany, HIV-1/2 Blood Screening Market,
Reagent Sales by Major Supplier*

List of Tables (continued)

*Germany, Hepatitis Blood Screening Market,
Reagent Sales by Major Supplier*

*Germany, HIV/Hepatitis NAT Market,
Reagent Sales by Major Supplier*

*Germany, CMV Blood Screening Market,
Reagent Sales by Major Supplier*

*Executive Summary Table: Italy, Total Blood Bank
Test Volume and Reagent Sales Forecast by Test
Category*

*Italy, Facilities Performing Blood
Bank Tests by Market Segment*

*Italy, Hospital Laboratories Performing
Blood Bank Tests by Bed Size*

*Italy, Commercial/Private Laboratories
Performing Blood Bank Tests by Annual
Test Volume*

*Italy, All Market Segments Blood Typing
And Grouping Test Volume by Market Segment*

*Italy, All Market Segments Blood Typing
And Grouping Test Volume Forecast*

*Italy, Hospital Laboratories Blood
Typing and Grouping Test Volume Forecast*

*Italy, Blood Banks Blood Typing
And Grouping Test Volume Forecast*

*Italy, Commercial/Private Laboratories
Blood Typing and Grouping Test Volume Forecast*

*Italy, All Market Segments Infectious
Disease Screening Test Volume Forecast by Market
Segment*

List of Tables (continued)

*Italy, All Market Segments Infectious
Disease Screening Test Volume Forecast*

*Italy, Blood Banks Infectious Disease
Screening Test Volume Forecast*

*Italy, Commercial/Private Laboratories
Infectious Disease Screening Test Volume Forecast*

*Italy, Hospital Laboratories Infectious
Disease Screening Test Volume Forecast*

*Italy, All Market Segments Blood Typing
And Grouping Reagent Market Forecast by Market
Segment*

*Italy, All Market Segments Blood Typing
And Grouping Reagent Market Forecast by Major
Test*

*Italy, Hospital Laboratories Blood
Typing and Grouping Reagent Market Forecast
By Major Test*

*Italy, Blood Banks Blood Typing and
Grouping Reagent Market Forecast by Major Test*

*Italy, Commercial/Private Laboratories
Blood Typing and Grouping Reagent Market Forecast
By Major Test*

*Italy, All Market Segments Infectious
Disease Screening Reagent Market Forecast by Market
Segment*

*Italy, All Market Segments Infectious
Disease Screening Reagent Market Forecast by Test*

*Italy, Blood Banks Infectious Disease
Screening Reagent Market Forecast by Test*

List of Tables (continued)

Italy, Commercial/Private Laboratories Infectious Disease Screening Reagent Market Forecast by Test

Italy, Hospital Laboratories Infectious Disease Screening Reagent Market Forecast By Test

Italy, Major Suppliers of Blood Typing And Grouping Reagents Estimated Sales And Market Shares

Italy, AIDS/Hepatitis Blood Screening Market, Reagent Sales by Major Supplier

Italy, HIV/Hepatitis NAT Market, Reagent Sales by Major Supplier

Italy, CMV Blood Screening Market, Reagent Sales By Major Supplier

Executive Summary Table: Japan, Total Blood Bank Test Volume and Reagent Sales Forecast by Test Category

Japan, Facilities Performing Blood Bank Tests by Market Segment

Japan, Hospital Laboratories Performing Blood Bank Tests By Bed Size

Japan, Commercial/Private Laboratories Performing Blood Bank Tests by Annual Test Volume

Japan, All Market Segments Blood Typing And Grouping Test Volume Forecast by Market Segment

Japan, All Market Segments Blood Typing And Grouping Test Volume Forecast

Japan, Hospital Laboratories Blood Typing and Grouping Test Volume Forecast

List of Tables (continued)

*Japan, Blood Banks Blood Typing
And Grouping Test Volume Forecast*

*Japan, Commercial/Private Laboratories
Blood Typing and Grouping Test Volume Forecast*

*Japan, All Market Segments Infectious
Disease Screening Test Volume Forecast by Market
Segment*

*Japan, All Market Segments Infectious
Disease Screening Test Volume Forecast*

*Japan, Blood Banks Infectious Disease
Screening Test Volume Forecast*

*Japan, Commercial/Private Laboratories
Infectious Disease Screening Test Volume Forecast*

*Japan, Hospital Laboratories Infectious
Disease Screening Test Volume Forecast*

*Japan, All Market Segments Blood Typing
and Grouping Reagent Market Forecast
By Market Segment*

*Japan, All Market Segments Blood Typing
And Grouping Reagent Market Forecast by Major Test*

*Japan, Hospital Laboratories Blood
Typing and Grouping Reagent Market Forecast
By Major Test*

*Japan, Blood Banks Blood Typing and
Grouping Reagent Market By Major Test Forecast*

*Japan, Commercial/Private Laboratories
Blood Typing and Grouping Reagent Market Forecast
By Major Test*

List of Tables (continued)

*Japan, All Market Segments Infectious
Disease Screening Reagent Market Forecast
By Market Segment*

*Japan, All Market Segments Infectious
Disease Screening Reagent Market Forecast by Test*

*Japan, Blood Banks Infectious Disease
Screening Reagent Market Forecast by Test*

*Japan, Commercial/Private Laboratories
Infectious Disease Screening Reagent Market Forecast
By Test*

*Japan, Hospital Laboratories Infectious
Disease Screening Reagent Market Forecast by Test*

*Japan, Major Suppliers of Blood Typing
And Grouping Reagents Estimated Sales
And Market Shares*

*Japan, HIV/HTLV Blood Screening Market,
Reagent Sales by Major Supplier*

*Japan, Hepatitis C Blood Screening Market,
Reagent Sales by Major Supplier*

*Japan, CMV Blood Screening Market,
Reagent Sales by Major Supplier*

*Japan, Syphilis Blood Screening Market,
Reagent Sales by Major Supplier*

*Executive Summary Table: Spain, Total Blood Bank
Test Volume and Reagent Sales Forecast by Test
Category*

*Spain, Facilities Performing Blood
Bank Tests by Market Segment*

List of Tables (continued)

*Spain, Hospital Laboratories Performing
Blood Bank Tests by Bed Size*

*Spain, Commercial/Private Laboratories
Performing Blood Bank Tests by Annual
Test Volume*

*Spain, All Market Segments Blood Typing
And Grouping Test Volume Forecast by Market
Segment*

*Spain, All Market Segments Blood Typing
And Grouping Test Volume Forecast*

*Spain, Hospital Laboratories Blood
Typing and Grouping Test Volume Forecast*

*Spain, Blood Banks Blood Typing
And Grouping Test Volume Forecast*

*Spain, Commercial/Private Laboratories
Blood Typing and Grouping Test Volume Forecast*

*Spain, All Market Segments Infectious
Disease Screening Test Volume Forecast
By Market Segment*

*Spain, All Market Segments Infectious
Disease Screening Test Volume Forecast*

*Spain, Blood Banks Infectious Disease
Screening Test Volume Forecast*

*Spain, Commercial/Private Laboratories
Infectious Disease Screening Test Volume Forecast*

*Spain, Hospital Laboratories Infectious
Disease Screening Test Volume Forecast*

List of Tables (continued)

*Spain, All Market Segments Blood Typing
And Grouping Reagent Market Forecast
By Market Segment*

*Spain, All Market Segments Blood Typing
And Grouping Reagent Market Forecast by Major
Test*

*Spain, Hospital Laboratories Blood
Typing and Grouping Reagent Market Forecast
By Major Test*

*Spain, Blood Banks Blood Typing and
Grouping Reagent Market By Major Test Forecast*

*Spain, Commercial/Private Laboratories
Blood Typing and Grouping Reagent Market Forecast
By Major Test*

*Spain, All Market Segments Infectious
Disease Screening Reagent Market Forecast by Market
Segment*

*Spain, All Market Segments Infectious
Disease Screening Reagent Market Forecast by Test*

*Spain, Blood Banks Infectious Disease
Screening Reagent Market Forecast by Test*

*Spain, Commercial/Private Laboratories
Infectious Disease Screening Reagent Market Forecast
By Test*

*Spain, Hospital Laboratories Infectious
Disease Screening Reagent Market Forecast by Test*

List of Tables (continued)

*Spain, Major Suppliers of Blood Typing
And Grouping Reagents Estimated Sales
And Market Shares*

*Spain, HIV-1/2 Blood Screening Market,
Reagent Sales by Major Supplier*

*Spain, Hepatitis Blood Screening Market,
Reagent Sales by Major Supplier*

*Spain, HIV/Hepatitis NAT Market,
Reagent Sales by Major Supplier*

*Spain, CMV Blood Screening Market,
Reagent Sales by Major Supplier*

*Spain, Syphilis Blood Screening Market,
Reagent Sales by Major Supplier*

*Executive Summary Table: U.K., Total Blood Bank
Test Volume and Reagent Sales Forecast by Test
Category*

*U.K., Facilities Performing Blood
Bank Tests by Market Segment*

*U.K., Hospital Laboratories Performing
Blood Bank Tests by Bed Size*

*U.K., Commercial/Private Laboratories
Performing Blood Bank Tests by Annual
Test Volume*

*U.K., All Market Segments Blood Typing
And Grouping Test Volume Forecast by Market
Segment*

List of Tables (continued)

*U.K., All Market Segments Blood Typing
And Grouping Test Volume Forecast*

*U.K., Hospital Laboratories Blood
Typing and Grouping Test Volume Forecast*

*U.K., Blood Banks Blood Typing
And Grouping Test Volume Forecast*

*U.K., Commercial/Private Laboratories
Blood Typing and Grouping Test Volume Forecast*

*U.K., All Market Segments Infectious
Disease Screening Test Volume Forecast by Market
Segment*

*U.K., All Market Segments Infectious
Disease Screening Test Volume Forecast*

*U.K., Blood Banks Infectious Disease
Screening Test Volume Forecast*

*U.K., Hospital Laboratories
Infectious Disease Screening Test Volume Forecast*

*U.K., Commercial/Private Laboratories Infectious
Disease Screening Test Volume Forecast*

*U.K., All Market Segments Blood Typing
And Grouping Reagent Market Forecast By Market
Segment*

*U.K., All Market Segments Blood Typing
And Grouping Reagent Market Forecast by Major
Test*

*U.K., Hospital Laboratories Blood
Typing and Grouping Reagent Market Forecast
By Major Test*

List of Tables (continued)

*U.K., Blood Banks Blood Typing and
Grouping Reagent Market Forecast by Major Test*

*U.K., All Market Segments Infectious
Disease Screening Reagent Market Forecast
By Market Segment*

*U.K., All Market Segments Infectious
Disease Screening Reagent Market Forecast
Segment By Test*

*U.K., Blood Banks Infectious Disease
Screening Reagent Market Forecast by Test*

*U.K., Hospital Laboratories
Infectious Disease Screening Reagent Market Forecast
By Test*

*U.K., Commercial/Private Laboratories Infectious
Disease Screening Reagent Market Forecast by Test*

*U.K., Major Suppliers of Blood Typing
And Grouping Reagents Estimated Sales
And Market Shares*

*U.K., HIV-1/2 Blood Screening Market,
Reagent Sales by Major Supplier*

*U.K., Hepatitis Blood Screening Market,
Reagent Sales by Major Supplier*

*U.K., Syphilis Blood Screening Market,
Reagent Sales by Major Supplier*

List of Tables (continued)

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

List of Tables (continued)

*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*

List of Tables (continued)

*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*

List of Tables (continued)

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