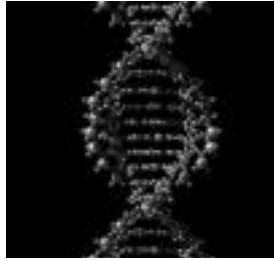




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THE BLOOD BANKING Market

EMERGING OPPORTUNITIES AND BUSINESS DEVELOPMENT STRATEGIES

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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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