



MEDICAL DEVICES



PHARMACEUTICALS



CHEMICALS



FOOD & BEVERAGE



ELECTRONICS

## ***Table of Contents and List of Tables***

Copyright 2012 VENTURE PLANNING GROUP  
This material is confidential for use by our clients only  
and may not be reprinted or reproduced.

VPG Publications, Consulting, Clients ***www.VPGcorp.com***

VPG Market Research Reports ***www.VPGMarketResearch.com***

VPG Partner Reports ***www.Research-Store.com/VPG***

**VENTURE PLANNING GROUP** 545 Eighth Avenue, Suite 401 New York, NY 10018  
Phone + 1 212 564 2838 Fax + 1 212 564 8133 ***info@vpgcorp.com***

## **Table of Contents**

### **I. Introduction**

### **II. Worldwide Market and Technology Overview**

#### **A. Major Routine and Special Hematology Tests**

1. Introduction
2. CBC Analysis
  - a. Hemoglobin Concentration
  - b. Hematocrit Determination
  - c. Red Blood Cell Count
  - d. Red Cell Indices
    - ° MCV
    - ° RDW
    - ° MCHC
    - ° CHCM
    - ° HDW
    - ° MCH
  - e. Red Cell Size Histograms
  - f. Platelets
    - ° Platelet Count
    - ° Platelet Size/MPV
    - ° PDW
    - ° Automated Systems
  - g. Reticulocytes
3. White Blood Cell Analysis
  - a. WBC Count
  - b. Five-Partial Differential Major Suppliers
    - ° Abbott
    - ° Beckman Coulter/Danaher
    - ° Siemens
    - ° Sysmex
  - c. Pattern Recognition Systems
    - ° IRIS
  - d. Comparison of Major Differential Analyzers

## Table of Contents (continued)

4. Reticulocytes
5. Platelet Function Tests
6. Erythrocyte Sedimentation Rate/CRP
7. Red Cell Analysis
8. 2, 3 DPG
9. Red Cell Deformability
10. Neutrophil Function Tests
11. Semen Analysis
12. Bone Marrow Analysis
13. Urinalysis

### **B. Major Flow Cytometry Applications**

1. Cell Surface Markers
  - a. Lymphocyte Subclassification CD4/CD8
    - Instrumentation and Reagent Test Kits
      - \* BD
      - \* Beckman Coulter/Danaher
      - \* T Cells Diagnostics
  - b. Other Cell Markers
2. DNA Content Analysis
3. RNA Content Analysis
4. Chemotherapy Monitoring
5. Cell Cycle Analysis
6. Chromosome Analysis
7. Fetal Cell Analysis
8. HLA Typing
9. Microbiology
10. Protein Content Analysis
11. Multiparameter Analysis
12. Other Applications

### **C. Instrumentation Review**

1. Hematology Analyzers
  - a. Overview
    - Electrical Aperture-Impedance Analyzers
    - Light Scatter Analyzers
  - b. System Review
    - Abbott
    - Beckman Coulter/Danaher
    - Biocode Hycel

## **Table of Contents (continued)**

- Drew-Scientific
- Horiba
- Menarini
- Nihon Kohden
- Siemens
- Sysmex
- 2. Flow Cytometers
  - a. Introduction
  - b. System Overview
    - Becton Dickinson
    - Beckman Coulter/Danaher
- 3. Platelet Aggregometers
- 4. Sedimentation Rate Analyzers
  - Diesse Ves Matic
  - Polymedco

### **D. Current Market Needs and Future Demand For Hematology Analyzers**

### **E. Reagents and Controls**

### **F. Current and Emerging Technologies**

- 1. Information Technologies
- 2. Automation and Robotics
- 3. Lasers
- 4. Artificial Intelligence
- 5. Monoclonal Antibodies
- 6. Molecular Diagnostics
- 7. Microdrop Technology

## **VIII. U.K.**

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

## Table of Contents (continued)

### **X. Major Product Development Opportunities**

- A. Instrumentation
- B. Reagent Kits and Test Systems/Panels
- C. Information Technology
- D. Auxiliary Products

### **XI. Design Criteria for Decentralized Testing Products**

### **XII. Alternative Market Penetration Strategies**

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts
- D. Distribution Strategies for the Decentralized Testing Markets
  - 1. Four Marketing Approaches
  - 2. Product Complexity Factor
  - 3. Customer Preference Factor
  - 4. Established Suppliers
  - 5. Emerging Suppliers
  - 6. Major Types of Distributors
  - 7. Market Segmentation Factor

### **XIII. Potential Market Entry Barriers and Risks**

- A. Market Maturity
- B. Cost Containment
- C. Competition
- D. Technological Edge and Limitations
- E. Patent Protection
- F. Regulatory Constraints
- G. Decentralized Testing Market Challenges

### **XIV. Competitive Assessments**

- Abbott
- Beckman Coulter/Danaher
- Becton Dickinson
- Bio-Rad

## Table of Contents (continued)

- CellaVision
- Dako
- Horiba
- Iris
- Nihon Kohden
- Ortho-Clinical Diagnostics
- Roche
- Siemens
- Sysmex

**XV. Appendix:** Major Universities and Research  
Centers Developing Hematology/Flow Cytometry  
Technologies and Applications

## **List of Tables**

Summary Table I: U.K., All Market Segments,  
Total Hematology and Flow Cytometry  
Specimen Volume Forecast

Summary Table II: U.K., All Market Segments,  
Total Hematology and Flow Cytometry Test  
Volume Forecast

Summary Table III: U.K., All Market Segments,  
Total Hematology and Flow Cytometry Market Forecast

U.K., Laboratories Performing Hematology and Flow  
Cytometry Testing By Market Segment

U.K., Hospital Laboratories Performing  
Hematology/Flow Cytometry Tests By Bed Size

U.K., Commercial/Private Laboratories,  
Performing Hematology/Flow Cytometry Tests  
By Annual Test Volume

U.K., Total Routine Hematology Specimen  
Volume Forecast By Market Segment

U.K., Total Flow Cytometry and Special  
Hematology Specimen Volume, By Market Segment

U.K., Hospital Laboratories, Hematology  
And Flow Cytometry Specimen Volume Forecast

U.K., Commercial/Private Laboratories,  
Hematology and Flow Cytometry Specimen Volume Forecast

U.K., Total Routine Hematology Test Volume Forecast  
By Market Segment

U.K., Total Flow Cytometry and Special  
Hematology Test Volume Forecast By Market Segment

U.K., All Market Segments, Total Routine  
Hematology Test Volume Forecast

## **List of Tables (continued)**

U.K., Hospital Laboratories, Routine Hematology Test Volume Forecast

U.K., Commercial/Private Laboratories, Routine Hematology Test Volume Forecast

U.K., Hospital Laboratories, Flow Cytometry And Special Hematology Test Volume Forecast

U.K., Major Hematology Analyzers, Estimated Placements and Installed Base

U.K., Major Flow Cytometers, Estimated Placements and Installed Base

U.K. Total Hematology Market Forecast By Market Segment

U.K., Hematology Instrument, Market Forecast By Market Segment

U.K., Hematology Consumable, Market Forecast By Market Segment

U.K., Total Flow Cytometry Market Forecast By Market Segment

U.K., Total Flow Cytometry Instrument Market Forecast By Market Segment

U.K., Total Flow Cytometry Consumable Market Forecast By Market Segment

U.K., Total Hematology Market By Major Supplier

U.K., Hematology Instrument Market By Major Supplier

U.K., Hematology Consumable Market By Major Supplier

U.K., Total Flow Cytometry Market By Major Supplier



**List of Tables (continued)**

U.K., Total Flow Cytometry Consumable  
Market By Major Supplier

U.K., Total Flow Cytometry Instrument  
Market By Major Supplier