



MEDICAL DEVICES



PHARMACEUTICALS



CHEMICALS



FOOD & BEVERAGE



ELECTRONICS

Italy Enteric Diseases Global Market Outlook and Emerging Opportunities

Table of Contents and List of Tables

Copyright 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***

Partner Reports ***www.LeadingMarketResearch.com***

VENTURE PLANNING GROUP 1271 Avenue of the Americas, Suite 4300 New York, NY 10020
Phone + 1 212 564 2838 Fax + 1 212 564 8133 ***reports@vpgcorp.com***

Table of Contents and List of Tables

I. Introduction

II. Worldwide Market and Technology Overview

A. Major Infectious Disease Tests

1. Campylobacter
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
2. Cryptosporidium
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
3. E. Coli
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
4. Enteroviruses
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
5. RhinoViruses
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
6. RotaVirus (REOVIRUS)
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
7. Salmonellosis
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
8. Shigellosis
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs

Table of Contents (continued)

- 9. Vibrio
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
- 10. Yersinia
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs

B. Instrumentation Review of Leading Analyzers Marketed

by Abbott, Beckman Coulter/Danaher, BioMerieux,
Ortho-Clinical Diagnostics, Roche, Siemens, Tosoh,
Wallac and Other Suppliers

C. Emerging Diagnostic Technologies

- 1. Molecular Diagnostics
- 2. Monoclonal Antibodies
- 3. Immunoassays
- 4. Differential Light Scattering
- 5. Information Technology
- 6. Artificial Intelligence
- 7. Liposomes
- 8. Flow Cytometry
- 9. Chromatography
- 10. Diagnostic Imaging
- 11. Gel Microdroplets
- 12. Other

V. Italy: Market Size, Growth and Major Suppliers' Sales and Market Shares

Alternative Market Penetration Strategies

- A. Internal Development
- B. Collaborative Arrangements
- C. University Contracts
- D. Distribution Strategies for Decentralized Testing Markets
 - 1. Marketing Approaches
 - 2. Product Complexity

Table of Contents (continued)

3. Customer Preference
4. Established Suppliers
5. Emerging Suppliers
6. Major Types of Distributors
7. Market Segmentation

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

Competitive Assessments

- Abbott
- Affymetrix
- Beckman Coulter/Danaher
- Becton Dickinson
- bioMerieux
- Bio-Rad
- Cepheid
- Diamedix/Erba
- DiaSorin
- Eiken Chemical
- Elitech Group
- Enzo Biochem
- Fujirebio
- Grifols
- Hologic/Gen-Probe
- ID Biomedical/GSK
- Kreatech/Leica
- Lonza

Table of Contents (continued)

- Ortho-Clinical Diagnostics
- Qiagen
- Roche
- Scienion
- Sequenom
- SeraCare
- Siemens
- Takara Bio
- Thermo Fisher
- Wallac/PE
- Wako

List of Tables

Major Companies Developing or Marketing Campylobacter Tests

Major Companies Developing or Marketing Enterovirus Tests

Major Companies Developing or Marketing Rotavirus Tests

Major Companies Developing or Marketing Salmonella Tests

Major Companies Developing or Marketing Shigella Tests

Major Companies Developing or Marketing Yersinia Tests

Italy

Campylobacter Test Volume and Diagnostics Sales Forecast
by Market Segment

Italy

Campylobacter Diagnostics Sales by Major Supplier

Italy

Cryptosporidium Test Volume and Diagnostics Sales Forecast
by Market Segment

Italy

Cryptosporidium Diagnostics Sales by Major Supplier

Italy

E. Coli Test Volume and Diagnostics Sales Forecast
by Market Segment

Italy

Enterovirus Test Volume and Diagnostics Sales Forecast
by Market Segment

List of Tables (continued)

Italy

Rhinovirus Test Volume and Diagnostics Sales Forecast
by Market Segment

Italy

Rotavirus Test Volume and Diagnostics Sales Forecast
by Market Segment

Italy

Rotavirus Testing Market Diagnostics Sales
by Major Supplier

Italy

Salmonella Test Volume and Diagnostics Sales Forecast
by Market Segment

Italy

Shigella Test Volume and Diagnostics Sales Forecast
by Market Segment

Italy

Vibrio Test Volume and Diagnostics Sales Forecast
by Market Segment

Italy

Yersinia Test Volume and Diagnostics Sales Forecast
by Market Segment