









MEDICAL DEVICES

PHARMACEUTICALS

CHEMICALS

FOOD & BEVERAGE

ELECTRONICS

Italy Sexually-Transmitted Diseases 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

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

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. <u>Introduction</u>

II. Worldwide Market and Technology Overview

- A. Major Infectious Disease Tests
 - 1. Chancroid
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
 - 2. Chlamydia
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
 - 3. Gonorrhea
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
 - 4. Herpes Simplex Virus
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs

Human Herpes Virus-6 (HHV-6)

- a. Background
- b. Diagnostic Tests
- c. Vaccines and Drugs
- 5. Papillomavirus (HPV)
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs
- 6. Syphilis
 - a. Background
 - b. Diagnostic Tests
 - c. Vaccines and Drugs

Table of Contents (continued)

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. <u>Italy</u>: 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
 - 3. Customer Preference
 - 4. Established Suppliers
 - 5. Emerging Suppliers
 - 6. Major Types of Distributors
 - 7. Market Segmentation

Table of Contents (continued)

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

List of Tables

Major Companies Developing or Marketing Chlamydia Tests

Major Companies Developing or Marketing Gonorrhea Tests

Major Companies Developing or Marketing Herpes Tests

Major Companies Developing or Marketing Pap Smear/HPV Tests

Major Companies Developing or Marketing Syphilis Tests

Italy

Chancroid Test Volume and Diagnostics Sales Forecast by Market Segment

Italy

Chlamydia Test Volume and Diagnostics Sales Forecast by Market Segment

Italy

Gonorrhea Test Volume and Diagnostics Sales Forecast by Market Segment

Italy

Gonorrhea Testing Market Diagnostics Sales by Major Supplier

Italy

Herpes Simplex I and II Test Volume and Diagnostics Sales Forecast by Market Segment

Italy

Herpes Type VI Test Volume and Diagnostics Sales Forecast by Market Segment

<u>List of Tables</u> (continued)

Italy

Papillomavirus (HPV) Test Volume and Diagnostics Sales Forecast by Market Segment

Italy

PAP Smear Test Volume and Diagnostics Sales Forecast by Market Segment

Italy

Syphilis Test Volume and Diagnostics Sales Forecast by Market Segment