



MEDICAL DEVICES



PHARMACEUTICALS



CHEMICALS



FOOD & BEVERAGE



ELECTRONICS

## 2015 Genetic Testing Marke: A Worldwide Strategic Outlook

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# **REPORT CONTENT**

## ***BUSINESS DYNAMICS AND TRENDS***

The study will explore potential market impact of major technological, social, regulatory, economic, and demographic trends, including current scientific views on the definition and etiology of major genetic diseases, and the discussion of such issues as safety, validation, reliability, QC/QA, as well as ethical and legal implications. The report will offer analysis of direct-to-consumer advertising and other marketing tactics.

## ***CURRENT AND EMERGING TEST AREAS***

A comprehensive market and technological assessment, as well as product comparison of nearly 100 diseases and related medical conditions will be provided:

- Achondroplasia
- Adult Polycystic Kidney Disease
- Alpha-1/Antitrypsin Deficiency
- Alzheimer's Disease
- Amyotrophic Lateral Sclerosis (ALS)
- Angelman Syndrome
- Apolipoprotein C-II Deficiency
- Ataxia Telangiectasia
- Autism
- Bloom Syndrome
- Canavan Disease
- Cancer
  - Acute Myelogenous Leukemia
  - Acute Myeloid Leukemia
  - Acute Promyelocytic Leukemia
  - Brain
  - Breast
  - Colorectal
  - Essential Thrombocythemia
  - Melanoma
  - Multiple Endocrine Neoplasia
  - Non-Hodgkin's Lymphoma
  - Non-Polyposis Colon
  - Ovarian
  - Wilms' Tumor
- Cardiovascular Disease
- Celiac Disease
- Congenital Adrenal Hyperplasia
- Congenital Dyserythropoietic Anemia-1
- Cosmetogenomics
- Charcot-Marie-Tooth
- Cri-du-chat Syndrome
- Cystic Fibrosis
- Deafness
- Depression
- Diabetes
- DiGeorge/Velocardiofacial Syndrome
- Down Syndrome/Prenatal Testing
- Duchenne/Becker Muscular Dystrophy
- Dysautonomia
- Dystonia
- Encephalopathies
- Epilepsy
- Factor II
- Factor V (Leiden)
- Factor IX Deficiency
- Fanconi Anemia
- Fragile X Syndrome
- Gaucher Disease
- Glycogen Storage Disease
- Heart Disease
- Hemochromatosis
- Hemophilia
- Huntington Disease
- Hypercholesterolemia
- Hypertension
- Idiopathic Mental Retardation
- Idiopathic Myelofibrosis
- Infertility
- Juvenile Hyperuricaemic Nephropathy
- Kallmann
- Klinefelter Syndrome
- Lactose Intolerance
- Long QT Syndrome
- Maternal-Fetal Incompatibility
- Miller-Dieker Syndrome
- Mucopolidosis Type IV
- Neurofibromatosis
- Niemann-Pick Disease
- Obesity
- Open Neural Tube Defects
- Osteoporosis
- Parkinson's Disease
- Phenylketonuria (PKU)
- Prader Willi Syndrome
- Polycystic Kidney Disease
- Polycythemia Vera
- Psychiatric Disorders
- Retinitis Pigmentosa
- Retinoblastoma
- Schizophrenia
- Sickle Cell Anemia
- Smith-Magenis Syndrome
- Spinal Muscular Atrophy
- Spinocerebellar Ataxia
- Steroid Sulfatase Deficiency
- Stroke
- Thalassemia
- Tay-Sachs Syndrome
- Turner Syndrome
- Venous Thrombosis
- Vitamin B12 Metabolism
- Williams Syndrome
- Wolf-Hirschhorn Syndrome

## ***MAJOR MARKET SEGMENTS***

The 2015-2019 test volume and sales forecasts will be presented for the following market segments:

- Hospitals
- Public Health Labs
- Commercial/Private Labs
- Personal Testing
- Physician Offices/Group Practices

## **MARKET SIZE AND GROWTH, 2015-2019**

For each assay/test area, market segment, and country the study will present the 2015-2019 test volume and sales forecasts.

## **THE 2015 MARKET SHARE ANALYSIS**

The report will provide the 2015 sales and market share estimates for major suppliers of genetic testing diagnostic products, by test and country.

## **TECHNOLOGICAL ASSESSMENT**

The study will examine both current and potential applications of the following technologies for genetic testing during 2015-2019:

- Biochemical Testing  
(Protein, Enzyme)
- Monoclonal Antibodies
- Cytogenetics
- Chromosome Imaging
- Direct Testing/Mutation Analysis
- FISH
- Flow Cytometry
- Indirect/Linkage Testing
- Molecular Genetics
- Proteomics
- Pharmacogenomics

## **MARKET NEEDS AND CHALLENGES**

The study will identify the major opportunities for genetic testing reagents and instruments, and propose “ideal” product models with tentative operating characteristics and prices.

## **MARKET PARTICIPANTS**

Insightful profiles of 50 leading suppliers and emerging companies developing innovative genetic testing technologies and products will be presented. The 2015 financial performance, product portfolios, anticipated new product introductions, marketing strategies and collaborative arrangements will be analyzed for each company.

- Abbott
- Affymetrix
- Arca Biopharma
- Applied Imaging
- Beckman Coulter
- Biocept
- Biokit
- bioMerieux
- Bionomics
- Bio-Rad
- Bracco
- Cepheid
- Elitech Group
- DeCode Genetics
- Digene/Qiagen
- DsX
- Fujirebio
- Genelex
- GenMark Dx
- Genomic Health
- Genovations
- Genzyme
- Hologic/Gen-Probe
- Ikonisys
- Illumina
- IntegraGen
- Intergenetics
- Leica Biosystems
- LGC
- Luminex
- Myriad Genetics
- Nymox
- Orchid CellMark
- Oxagen
- Promega
- Quest Diagnostics
- Roche
- Scienion
- Sequenom
- Sierra Molecular
- Takara Bio
- Thermo Fisher
- TrimGen

## **NEW PRODUCT OPPORTUNITIES & BUSINESS GROWTH STRATEGIES**

Based on the study results, the report will propose:

- Specific new product development opportunities.
- Business expansion strategies.
- Alternative market penetration tactics.
- Market entry barriers and risks.
- Strategic planning issues and concerns.