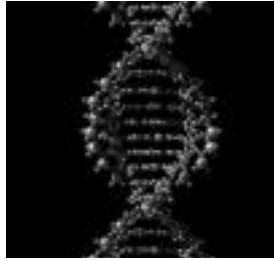




MEDICAL DEVICES



PHARMACEUTICALS



CHEMICALS



FOOD & BEVERAGE



ELECTRONICS

This study is being updated. Subscribers will receive complimentary copies of the previous edition while the new report is in preparation.

2010

Hematology And Flow Cytometry Markets

NEW PRODUCT DEVELOPMENT OPPORTUNITES
AND BUSINESS EXPANSION STRATEGIES
FOR INSTRUMENT AND REAGENT SUPPLIERS

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GERMANY
ITALY
JAPAN
SPAIN
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Hematology And Flow Cytometry Markets

A Business and Technology Assessment

FRANCE GERMANY ITALY JAPAN SPAIN U.K. U.S.A.

CONTAINS APPROXIMATELY 700 PAGES AND 250 TABLES

RATIONALE

During the next ten years, the continued advances in molecular diagnostics, monoclonal antibodies, lasers and IT, as well as the growing understanding of the immunologic forces regulating systemic diseases, will have a profound impact on the hematology and flow cytometry markets worldwide. New molecular diagnostic and monoclonal antibody tests will facilitate existing procedures and provide basis for sensitive, specific and simple assays. The introduction of smaller and easy-to-operate laser systems will further expand applications of flow cytometry to routine clinical laboratories. Further advances in IT will reduce the cost of instrument manufacture, service, warranty, and permit the development of self-troubleshooting, autocalibration and other advanced features. Presently tedious analyses of chromosomal abnormalities, DNA content, and lymphocyte subsets will become more automated and routine.

In order to help the current suppliers and potential market entrants identify and evaluate the major business opportunities emerging in the hematology and flow cytometry markets during the next ten years, VENTURE PLANNING GROUP is currently preparing this comprehensive worldwide business and technology assessment. The study will explore future marketing and technological trends in seven countries; provide estimates of market shares, test volume, and instrument placements; compare features of major analyzers; profile leading competitors and emerging market entrants; and suggest specific product and marketing opportunities facing suppliers during the next ten years.

REPORT CONTENT

COUNTRY COVERAGE

The study will present detailed analyses of the hematology and flow cytometry markets in the following seven countries:

- FRANCE
- GERMANY
- ITALY
- JAPAN
- SPAIN
- U.K.
- U.S.A.

In addition to individual country assessments, the study will provide a **200-page** worldwide market overview. The analysis of each country will include the following information:

BUSINESS ENVIRONMENT

Key issues of current hematology and flow cytometry laboratory practice, as well as major economic, regulatory, demographic, and technological trends with significant market impact during the next ten years will be explored for each of the seven countries.

MAJOR MARKET SEGMENTS

The analysis of the dynamics, structure, size and growth will be provided for the following market segments:

- Hospitals
- Commercial/Private Laboratories
- Physician Offices/Group Practices
- Ambulatory Care Clinics

SPECIMEN AND TEST VOLUME FORECASTS, 2009-2019

For each country and market segment, the study will provide the 2009-2019 specimen and test volume forecasts for over 40 hematology and flow cytometry analyses, including:

- Bone Marrow
- Cytokine Detection
- Microbial Cytometry
- Sedimentation Rate
- CBC
- Fetal Cell Analysis
- Molecular Probes
- Sperm Analysis
- Cell Culturing
- G-6-PD
- Multiparameter Analysis
- WBC Differential
- Cell Cycle Kinetics
- Granulocyte Function
- Platelets
- (manual, 3-part, 5-part)
- Cell Function Testing
- Hematocrit
- Protein Content
- and others
- Cell Surface/CD Markers
- Hemoglobin Electrophoresis
- RBC
- Chemotherapy Monitoring
- HLA Typing
- Receptor DNA/RNA
- Chromosomal Abnormalities
- Lymphocyte Subtyping
- Reticulocytes

INSTRUMENTATION REVIEW

For each country, the study will review current laboratory practices; compare features of major high-volume, medium-volume, and low-volume CBC, CBC/Differential and Flow Cytometry systems (both clinical and research).

MARKET SIZE AND GROWTH

The study will provide test volume forecast, as well as instrument and reagent sales estimates by country and market segment.

MARKET SHARE ANALYSIS

The sales and market share estimates for major suppliers of hematology and flow cytometry analyzers and consumables will be provided for each of the seven countries.

TECHNOLOGICAL ASSESSMENT

In this section the study will analyze the following technologies and their potential market applications:

- Automation
- Biochips
- DNA Probes and Biochips
- IT
- Lasers
- Monoclonal Antibodies
- Robotics, and others

EMERGING MARKET NEEDS AND OPPORTUNITIES

The study will identify the major opportunities for hematology and flow cytometry products during the next ten years, and will propose “ideal” product models with tentative operating characteristics and prices.

COMPETITIVE PROFILES

The leading suppliers of hematology and flow cytometry products, as well as the emerging companies with innovative technologies and products, will be analyzed in terms of their sales, product portfolios, marketing tactics, technological know-how, new products in R&D, collaborative arrangements and business strategies.

- Abbott
- ABX
- Beckman Coulter
- Becton Dickinson
- Biocode-Hycel
- Bio-Rad
- Careside
- DakoCytomation
- Drew Scientific
- IRIS
- Menarini
- Nihon Kohden
- Nova Biomedical
- Ortho-Clinical Diagnostics
- Roche
- Sebia
- Siemens
- Sysmex, and others

BUSINESS OPPORTUNITIES & STRATEGIC RECOMMENDATIONS

- New product opportunities.
- Alternative market penetration strategies.
- Potential market entry barriers and risks.
- Business planning issues and concerns.

METHODOLOGY

The study will be based on a combination of primary and secondary information sources, including comprehensive worldwide survey of technical and business periodicals, manufacturer product and financial literature, as well as industry analyst reports. Additional information was retrieved from VENTURE PLANNING GROUP’s proprietary data files, developed during the firm’s over 100 syndicated studies and numerous single-client assignments. This database contains current information on various health care and biotechnology markets, technologies, companies, products and executives worldwide.

TABLE OF TABLES

Following is a partial list of tables from **Section II: Worldwide Market and Technology Overview** and **Section IX: U.S.A.** A complete list of all **250** tables is available on request.

Table II-1:	Selected High-Volume Hematology Analyzers Feature Comparison
Table II-2:	Selected Medium-Volume Hematology Analyzers Feature Comparison
Table II-3:	Selected Low-Volume Hematology Analyzers Feature Comparison
Table II-4:	Selected Clinical Flow Cytometers Feature Comparison
Table II-5:	Worldwide Laboratories Performing Hematology/Flow Cytometry Tests by Country
Table II-6:	Worldwide Routine Hematology Specimen Volume by Country
Table II-7:	Worldwide Flow Cytometry and Special Hematology Specimen Volume by Country
Table II-8:	Worldwide Routine Hematology Test Volume by Country
Table II-9:	Worldwide Flow Cytometry and Special Hematology Test Volume by Country
Table II-10:	Worldwide Hematology Market by Country
Table II-11:	Worldwide Flow Cytometry Market by Country
Summary Table I:	U.S. Hematology And Flow Cytometry Specimen Volume By Market Segment
Summary Table II:	U.S. Hematology And Flow Cytometry Test Volume By Market Segment
Summary Table III:	U.S. Hematology and Flow Cytometry Diagnostics Sales by Market Segment
Table IX-1:	U.S. Laboratories Performing Hematology and Flow Cytometry Tests by Market Segment
Table IX-2:	U.S. All Hospital Laboratories Performing Hematology and Flow Cytometry Tests By Bed Size
Table IX-3:	U.S. Commercial and Private Laboratories Performing Hematology and Flow Cytometry Tests by Annual Test Volume
Table IX-4:	U.S. Physician Offices and Group Practices Performing Hematology and Flow Cytometry Tests by Practice Size
Table IX-5:	U.S. Ambulatory Care Centers Most Frequent Diagnoses
Table IX-6:	U.S. Ancillary Hospital Locations

Table IX-7:	U.S. Ancillary Hospital Locations Estimated Annual Utilization
Table IX-8:	U.S. Total Routine Hematology Specimen Volume by Market Segment
Table IX-9:	U.S. Total Flow Cytometry and Special Hematology Specimen Volume by Market Segment
Table IX-10:	U.S. Hospital Laboratories Hematology and Flow Cytometry Specimen Volume
Table IX-11:	U.S. Commercial and Private Laboratories Hematology and Flow Cytometry Specimen Volume
Table IX-12:	U.S. Physician Offices and Group Practices Hematology and Flow Cytometry Specimen Volume
Table IX-13:	U.S. Ambulatory Care Centers Hematology and Flow Cytometry Specimen Volume
Table IX-14:	U.S. Total Routine Hematology Test Volume by Market Segment
Table IX-15:	U.S. Total Flow Cytometry and Special Hematology Test Volume by Market Segment
Table IX-16:	U.S. Total Routine Hematology Test Volume by Market Segment
Table IX-17:	U.S. Hospital Laboratories Routine Hematology Test Volume
Table IX-18:	U.S. Commercial and Private Laboratories Routine Hematology Test Volume
Table IX-19:	U.S. Physician Offices and Group Practices Routine Hematology Test Volume
Table IX-20:	U.S. Ambulatory Care Centers Routine Hematology Test Volume
Table IX-21:	U.S. Flow Cytometry and Special Hematology Test Volume by Market Segment
Table IX-22:	U.S. Hospital Laboratories Flow Cytometry and Special Hematology Test Volume
Table IX-23:	U.S. Commercial and Private Laboratories Flow Cytometry and Special Hematology Test Volume
Table IX-24:	U.S. Physician Offices and Group Practices Flow Cytometry and Special Hematology Test Volume
Table IX-25:	U.S. Leading Hematology Analyzers Estimated Placements and Installed Base
Table IX-26:	U.S. Leading Flow Cytometers Estimated Placements and Installed Base
Table IX-27:	U.S., Total Hematology Diagnostics Sales by Market Segment
Table IX-28:	U.S. Hematology Instrument Sales

Table IX-29:	by Market Segment U.S. Hematology Consumable Sales By Market Segment
Table IX-30:	U.S. Total Flow Cytometry Diagnostics Sales by Market Segment
Table IX-31:	U.S. Flow Cytometry Instrument Sales by Market Segment
Table IX-32:	U.S. Flow Cytometry Consumable Sales by Market Segment
Table IX-33:	U.S. Total Hematology Market by Major Supplier
Table IX-34:	U.S. Hematology Instrument Market by Major Supplier
Table IX-35:	U.S. Hematology Consumable Market by Major Supplier
Table IX-36:	U.S. Total Flow Cytometry Market by Major Supplier
Table IX-37:	U.S. Flow Cytometry Instrument Market by Major Supplier
Table IX-38:	U.S. Flow Cytometry Consumable Market by Major Supplier