Diagnostic Markets for Women's Health (Pregnancy and Ovulation, Bone Density, Prenatal Screening, Ultrasound, Mammography, Pap Smear, Colposcopy, HPV, UTI, and Other Testing)

Description: Diagnostic Markets for Women's Health (Pregnancy and Ovulation, Bone Density, Prenatal Screening, Ultrasound, Mammography, Pap Smear, Colposcopy, HPV, UTI, and Other Testing)

Kalorama Information's report on Women's Health Diagnostic Markets takes a solid look at the current and developing world markets for key diagnostic tests aimed at the health of women. The report presents market developments in women's health diagnostics, including in-depth analysis of the following testing fields:

- Ovarian Cancer Testing
- Urinary Tract Infections
- Neonatal Jaundice
- Autoimmune Disease
- Cystic Fibrosis
- Pregnancy and Ovulation Testing
- Bone Density Testing
- Prenatal Screening
- Ultrasound
- Mammography
- Pap Smears
- Colposcopy
- HPV Testing

This particular study projects market growth for these tests to 2018. Market segments covered include European, US, Brazilian, Chinese and Japanese markets among others.

Globally women live longer than men. Thus healthcare systems need to change the understanding of the differences, in terms of health, between the women and men and to turn that knowledge into improved medical practice. Diagnostics are an important part of this change.

Women's Health Diagnostic Markets also reviews the nature and direction of research and trends, and gives insight into some issues facing the industry. The report profiles several key companies, including large companies that have made names for themselves in the field, as well as smaller firms with market niches. These companies are involved in developing and marketing over the counter (OTC), point of care (POC) in vitro diagnostic (IVD) tests and screening systems. Some of the companies profiled include:

- Nova Biomedical
- Philips Healthcare
- Siemens Healthcare
- Somagen Diagnostics
- GE Healthcare
- GenMark Diagnostics
- Hologic
- Immco Diagnostics
- Luminex

Sales projections are modeled on an investigation of today's market conditions and on investigations into the development of new products by top tier competitors. The information offered in this study is the result of data gathered from company product literature and other corporate brochures and documents, as well as information found in the scientific and trade press. In addition, interviews were conducted with company executives and researchers.

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