

Detailed Analysis of Laboratory Diagnostic Products:
Four Selected Categories

Clinical Chemistry

Diagnostic products used in clinical chemistry procedures accounted for a sales volume of \$190 million in 1976. Included in this figure are the product categories of regular chemistries, enzyme chemistries, quality control, electrolyte tests, and standards and buffers. The 1976 U.S. sales volume in millions of dollars for each of these product categories was as follows:

	<u>1976 Sales</u>	<u>% of Market</u>
Enzyme chemistries	\$ 51.3	27.0
Regular chemistries	70.0	36.8
Electrolyte tests	6.9	3.6
Quality control	40.2	21.2
Standards and buffers	6.8	3.6
Miscellaneous	14.8	7.8
	<u>\$190.0</u>	

Each of these major product categories operates in a unique competitive market. The 1976 market shares of the major competitors in each of these categories is shown in Figure 4. Although the market for each product category has a different competitive structure, there is a great deal of overlap among product categories. For example, Du Pont and Technicon were simultaneously leading in the enzyme chemistries, regular chemistries, and electrolyte tests categories.