

Figure 5

The Major Competitors for Each of the Major Product Categories
of Microbiology/Bacteriology Products

<u>Prepared media</u>	<u>1976 Sales</u>	<u>% of Market</u>
BioQuest	\$14.0	40.0
Gibco Diagnostic	5.0	14.3
Scott	5.0	14.3
B-D	2.0	5.7
California Lab	2.0	5.7
Pfizer	1.4	4.0
Professional lab	0.9	2.6
Difco	0.7	2.0
All others	4.0	11.4
	\$35.0	100.0
<u>Dehydrated media</u>	<u>1976 Sales</u>	<u>% of Market</u>
Difco	\$ 1.8	45.0
BioQuest	1.7	42.5
Pfizer	0.4	10.0
All others	0.1	2.5
	\$ 4.0	100.0
<u>Blood culture bottles</u>	<u>1976 Sales</u>	<u>% of Market</u>
BioQuest	\$ 2.5	28.7
Difco	1.8	20.6
Pfizer	1.2	13.8
Johnston Labs	1.0	11.5
Lederle	0.6	6.9
Scott	0.6	6.9
Gibco Diagnostics	0.4	4.6
Roche	0.3	3.5
All others	0.3	3.5
	\$ 8.7	100.0
<u>Bacteriology diagnostic tests</u>	<u>1976 Sales</u>	<u>% of Market</u>
Analytab Products	\$ 7.0	55.1
Roche	2.5	19.7
Diagnostic Research	2.0	15.8
Pfizer	0.3	2.3
BioQuest	0.2	1.6
General Diagnostics	0.2	1.6
Wampole	0.2	1.6
All others	\$12.7	100.0