

Microbiology/Bacteriology

Diagnostic products used in microbiology and bacteriology procedures generated a 1976 sales volume of \$73 million. These products include various types of culture media, diagnostic tests, and controls. The 1976 U.S. sales volume in millions of dollars for each specific product category was as follows:

	<u>1976 Sales</u>	<u>% of Market</u>
Prepared plated and tubed culture media	\$35.0	48.0
Dehydrated culture media	4.0	5.5
Blood culture bottles	8.7	11.9
Bacteriology diagnostic tests	12.7	17.4
Antimicrobial susceptibility testings disks	5.0	6.9
Diagnostic skin tests	2.3	3.1
Bacteriology controls	.5	3.1
Miscellaneous	<u>4.8</u>	6.6
	\$73.0	

The major competitors in this product category are shown in Figure 5. Bioquest, Difco, and Pfizer own major shares in several of the subcategories.