

**WinterGreen Research, INC.**

**Blood Plasma: Market Shares, Strategies, and Forecasts, Worldwide,  
2018 to 2024**



Torrie The Cat in the Tulips Picture by Susan Eustis

**WinterGreen Research, Inc.**

**Lexington, Massachusetts**

[www.wintergreenresearch.com](http://www.wintergreenresearch.com)

REPORT # SH28074732

338 PAGES

148 TABLES AND FIGURES

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**CHECK OUT THESE KEY TOPICS**

**Fractionation Is One Factor in Increasing Blood Plasma Separation Efficiency**

<b>Blood</b> Plasma proteins Immunoglobulins Albumin Hemophilia factor proteins Fractionation Serum Blood Plasma	<b>Proteins Components of Blood</b> Liver Disease Viral Hepatitis (Predominantly Hepatitis B Mandatory HCV Screening Blood Transfusion High Mortality From Liver Diseases	<b>Serum Albumin, A Substance Found In Human Blood Plasma</b> Blood Acquired HIV from Unsanitary Needles
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**New Models and New Technology Drive Market Growth**

**Blood Plasma: Market Shares, Strategies, and Forecasts, Worldwide, 2018-2024**

LEXINGTON, Massachusetts (October 30, 2018) – WinterGreen Research announces that it has published a new study **Blood Plasma: Market Shares, Strategy, and Forecasts, Worldwide, 2018 to 2024**. The 2018 study has 338 pages, 148 tables and figures. Worldwide markets are poised to achieve continuing growth as animal and human blood is further fractionated to address more disease treatments and becomes more effective in the research and development aspects of medical care delivery.

Blood is for most species the essence of life. Blood plasma provides significant health benefits. The varieties of proteins and other components of blood are in demand worldwide. Blood proves its value by managing a variety of ways to treat disease.

The plasma proteins or derivatives in blood are extracted via the fractionation process. A range of valuable products are manufactured from blood plasma through fractionation. Fractionation occurs in tanks at near freezing temperatures. Fractionation is used to maintain the integrity of the proteins in plasma. This process includes a phase of introducing various viral inactivation procedures.

Blood plasma offers high value for its volume and weight. One refrigerated container might be worth more than an entire shipload of grain. Blood provides significant health benefits to people. Blood exports boost U.S. exports with minimal carbon emissions.

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Liver disease is a major cause of illness and death worldwide. In China, 400 million people have liver diseases, primarily viral hepatitis (predominantly hepatitis B virus [HBV]). Nonalcoholic fatty liver disease and alcoholic liver diseases are also prevalent diagnoses.

The blood plasma market is driven in part by China, and by demand from China for high quality blood from the US. Chinese patients consumed 400 metric tons of serum albumin in 2017, half of the global total of that blood protein. The necessary supply could be provided by the Chinese population, but, many of them are afraid to donate blood.

The reason is a well-remembered 1990s health scare in which tens of thousands of farmers who had been paid to donate blood acquired HIV from unsanitary needles. The ensuing scandal was covered up by the government.

As a result, China has to import about 60% of its serum albumin—and the ever-rising demand has driven up prices. American companies have an edge in the Chinese markets because of the quality of the blood collected. The edge is apparent in the fact that three foreign companies account for 88% of China's serum albumin imports.

The billion-dollar market for blood worldwide has a variety of participants. Thermo Fsher Scientific has the largest market participation. Sales of blood therapeutics were \$30.9 billion in 2017. By 2024, these products reach \$57.5 billion, reflecting a five-year CAGR of 8.2%.

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company has 35 distributors worldwide, including Global Information Info Shop, Market Research.com, Research and Markets, electronics.ca, Bloomberg, and Thompson Financial.

WinterGreen Research is positioned to help customers facing challenges that define the modern enterprises. The increasingly global nature of science, technology and engineering is a reflection of the implementation of the globally integrated enterprise. Customers trust wintergreen research to work alongside them to ensure the success of the participation in a particular market segment.

WinterGreen Research supports various market segment programs; provides trusted technical services to the marketing departments. It carries out accurate market share and forecast analysis services for a range of commercial and government customers globally. These are all vital market research support solutions requiring trust and integrity.

Key Words: Blood, Plasma proteins, Immunoglobulins, Albumin, Hemophilia factor proteins, Fractionation, Serum, Blood Plasma, Proteins Components of Blood, Liver Disease, Viral Hepatitis (Predominantly Hepatitis B, Mandatory HCV Screening, Blood Transfusion, High Mortality From Liver Diseases, Serum Albumin, A Substance Found In Human Blood Plasma, Blood Acquired HIV from Unsanitary Needles,,,

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**Companies Profiled**

**Market Leaders**

Thermo Fisher Scientific	Takeda / Shire / Baxalta
Grifols S.A	Avantor / VWR
Corning	GE Healthcare
Octapharma	China Biologic Products Holdings
ANZCO Foods / Bovogen Biologicals	Biotest
Global Cord Blood	Rocky Mountain Biologicals

**Market Leaders in China**

Avantar / VWR	CSL
China National Biotec Group, CNBG	Baxalta
Grifols	Hualan Biological Engineering
China Biologic Products Holdings	Sanli
Beijing Tiantan Biological Products Co., Ltd.	
Shanghai RAAS Blood Products Co., Ltd., RAAS	
Sichuan Yuanda Shuyang Pharmaceutical Co., Ltd., Shuyang	

**Blood Plasma: Market Shares, Strategies, and Forecasts,  
Worldwide, 2018 to 2024**

**Report Methodology**

This is the 807th report in a series of primary market research reports that provide forecasts in communications, telecommunications, the Internet, computer, software, telephone equipment, health equipment, and energy. Automated process and significant growth potential are priorities in topic selection. The project leaders take direct responsibility for writing and preparing each report. They have significant experience preparing industry studies. Forecasts are based on primary research and proprietary data bases.

The primary research is conducted by talking to customers, distributors and companies. The survey data is not enough to make accurate assessment of market size, so WinterGreen Research looks at the value of shipments and the average price to achieve market assessments. Our track record in achieving accuracy is unsurpassed in the industry. We are known for being able to develop accurate market shares and projections. This is our specialty.

The analyst process is concentrated on getting good market numbers. This process involves looking at the markets from several different perspectives, including vendor shipments. The interview process is an essential aspect as well. We do have a lot of granular analysis of the different shipments by vendor in the study and addenda prepared after the study was published if that is appropriate.

Forecasts reflect analysis of the market trends in the segment and related segments. Unit and dollar shipments are analyzed through consideration of dollar volume of each market participant in the segment. Installed base analysis and unit analysis is based on interviews and an information search.

Market share analysis includes conversations with key customers of products, industry segment leaders, marketing directors, distributors, leading market participants, opinion leaders, and companies seeking to develop measurable market share.

Over 200 in depth interviews are conducted for each report with a broad range of key participants and industry leaders in the market segment. We establish accurate market forecasts based on economic and market conditions as a base. Use input/output ratios, flow charts, and other economic methods to quantify data. Use in-house analysts who meet stringent quality standards.

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Interviewing key industry participants, experts and end-users is a central part of the study. Our research includes access to large proprietary databases. Literature search includes analysis of trade publications, government reports, and corporate literature.

Findings and conclusions of this report are based on information gathered from industry sources, including manufacturers, distributors, partners, opinion leaders, and users. Interview data was combined with information gathered through an extensive review of internet and printed sources such as trade publications, trade associations, company literature, and online databases. The projections contained in this report are checked from top down and bottom up analysis to be sure there is congruence from that perspective.

The base year for analysis and projection is 2017. With 2017 and several years prior to that as a baseline, market projections were developed for 2018 through 2024. These projections are based on a combination of a consensus among the opinion leader contacts interviewed combined with understanding of the key market drivers and their impact from a historical and analytical perspective.

The analytical methodologies used to generate the market estimates are based on penetration analyses, similar market analyses, and delta calculations to supplement independent and dependent variable analysis. All analyses are displaying selected descriptions of products and services.

This research includes reference to an ROI model that is part of a series that provides IT systems financial planners access to information that supports analysis of all the numbers that impact management of a product launch or large and complex data center. The methodology used in the models relates to having a sophisticated analytical technique for understanding the impact of workload on processor consumption and cost.

WinterGreen Research has looked at the metrics and independent research to develop assumptions that reflect the actual anticipated usage and cost of systems. Comparative analyses reflect the input of these values into models.

The variables and assumptions provided in the market research study and the ROI models are based on extensive experience in providing research to large enterprise organizations and data centers. The ROI models have lists of servers from different manufacturers, Systems z models from IBM, and labor costs by category around the world. This information has been developed from WinterGreen research proprietary data bases constructed as a result of preparing market research studies that address the software, energy, healthcare, telecommunications, and hardware businesses.

### YOU MUST HAVE THIS STUDY

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## ABOUT THE COMPANY

**WinterGreen Research**, research strategy relates to identifying market trends through reading and interviewing opinion leaders. By using analysis of published materials, interview material, private research, detailed research, social network materials, blogs, and electronic analytics, the market size, shares, and trends are identified. Analysis of the published materials and interviews permits WinterGreen Research senior analysts to learn a lot more about markets. Discovering, tracking, and thinking about market trends is a high priority at WinterGreen Research. As with all research, the value proposition for competitive analysis comes from intellectual input.

**WinterGreen Research**, founded in 1985, provides strategic market assessments in telecommunications, communications equipment, health care, Software, Internet, Energy Generation, Energy Storage, Renewable energy, and advanced computer technology.

Industry reports focus on opportunities that expand existing markets or develop major new markets. The reports access new product and service positioning strategies, new and evolving technologies, and technological impact on products, services, and markets. Innovation that drives markets is explored. Market shares are provided. Leading market participants are profiled, and their marketing strategies, acquisitions, and strategic alliances are discussed. The principals of WinterGreen Research have been involved in analysis and forecasting of international business opportunities in telecommunications and advanced computer technology markets for over 30 years.

The studies provide primary analytical insight about the market participants. By publishing material relevant to the positioning of each company, readers can look at the basis for analysis. By providing descriptions of each major participant in the market, the reader is not dependent on analyst assumptions, the information backing the assumptions is provided, permitting readers to examine the basis for the conclusions.

WinterGreen Research is positioned to help customers facing challenges that define the modern enterprises. The increasingly global nature of science, technology and engineering is a reflection of the implementation of the globally integrated enterprise. Customers trust wintergreen research to work alongside them to ensure the success of the participation in a particular market segment.

WinterGreen Research supports various market segment programs; provides trusted technical services to the marketing departments. It carries out accurate market share and forecast analysis services for a range of commercial and government customers globally. These are all vital market research support solutions requiring trust and integrity.

### About The Principal Authors

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**Susan Eustis**, President, co-founder of WinterGreen Research, is a senior analyst. She has done research in communications, healthcare equipment, and computer markets and applications. She holds several patents in microcomputing and parallel processing. She has the original patents in electronic voting machines. She has new patent applications in format varying, multiprocessing, and electronic voting. She is the author of recent studies of the Regional Bell Operating Companies' marketing strategies, Internet equipment, biometrics, a study of Internet Equipment, Worldwide Telecommunications Equipment, Top Ten Telecommunications, Digital Loop Carrier, Web Hosting, Web Services, and Application Integration markets. Ms. Eustis is a graduate of Barnard College. Ms. Eustis was named Top Woman CEO in 2012 by Who's Who Worldwide. She was named Top Woman Market Research Analyst the same year and successive years 2013, 2014, 2015, and 2016 thereafter. She has been featured twice on the cover of Women of Distinction. She was cited in a recent Time Magazine article and major media articles on Youth Sports market growth. She was also featured in recent Wall Street Journal, New York Times, Bloomberg, Barron's, HBO, Asian Journals, and London Times articles.

**About the WinterGreen Research Team:** The WinterGreen Research Team is comprised of senior analysts that prepare the market research and analysis that is offered to the client and developed using an iterative process to achieve a final study. Typical projects include providing market/viability research. The team can look at how drones can be applied to critical infrastructures safety, including: type of market existing, Barriers, Forecast demand and competitors, SWOT and competitive advantages, Price Analysis, product design recommendations (marketing orientation).

Research is typically for many different regions or localities, for example EU countries including Spain, UK, Nordic, Germany, and France. Typical projects profile the United States and areas of Asia. It is common to three representative countries from South America, Brazil, Argentina, Chile, and Mexico. Representative countries from Asia APAC typically include Japan, China, India, and Australia.

Critical infrastructure safety, including: type of market existing, barriers to entry and to faithful execution of product provision, forecast of demand, market share, SWOT, competitive advantage of major competitors, identification of new technologies and new companies, price performance analysis, product design recommendations, and marketing considerations are typical topics covered.

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