



Case Study

Healthcare

Market Access and Expansion Study

Business challenge

Our client, a major producer and distributor of plasma-derived therapeutic products, wanted to identify the best route to increasing market share and strengthening its presence in Turkey's hemophilia treatment market. To do so, a comprehensive understanding of the market opportunity, including the existing market size, total consumption in unit volume, and the future market demand for plasma-derived products in Turkey was crucial. As the demand for its products is largely prescription-driven, the client was also keen to understand the key prescribers' perceptions and the potential to prescribe plasma-derived products.

Solution

We conducted a market assessment and expansion study to address the client's business challenge. We used a combination of primary and secondary research to:

- Identify the competitors and the major brands in the target market segment.
- Estimate the market size, share and future growth prospects of plasma-derived products in Turkey.
- Identify major prescriber segments and the value chain in different types of hospital settings.
- Identify the distribution channel and the margin level across hospital pharmacies, distributors/ wholesalers, and retailers specific to plasma-derived products.

Results delivered

We provided a market model on plasma-derived products in Turkey, which included:

- A market landscape report with key information on epidemiology, treatment algorithm, regulatory guidelines and approval process, physician perception, market size and the overall consumption of plasma-derived products.
- The key competitors, products, brands, cost, margin, yearly consumption in terms of value and volume, and the market forecast from 2016 to 2025.
- Executive summary and recommendations including key hospitals, prescribers, and key opinion leaders for promoting the product.

Benefit

Based on the insights about the market potential in Turkey, our client was able to plan their annual budget, clearly segment key prescribers, and identify the unmet needs of the market. Our price cascade analysis also helped our client identify the discounts and margins at various levels of channel partners. Pleased with the results, the client asked us to perform a similar study for its Vietnam and Middle East markets.

Understand global market dynamics and identify opportunities to drive focused business development and marketing initiatives.

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