

## CASE STUDY

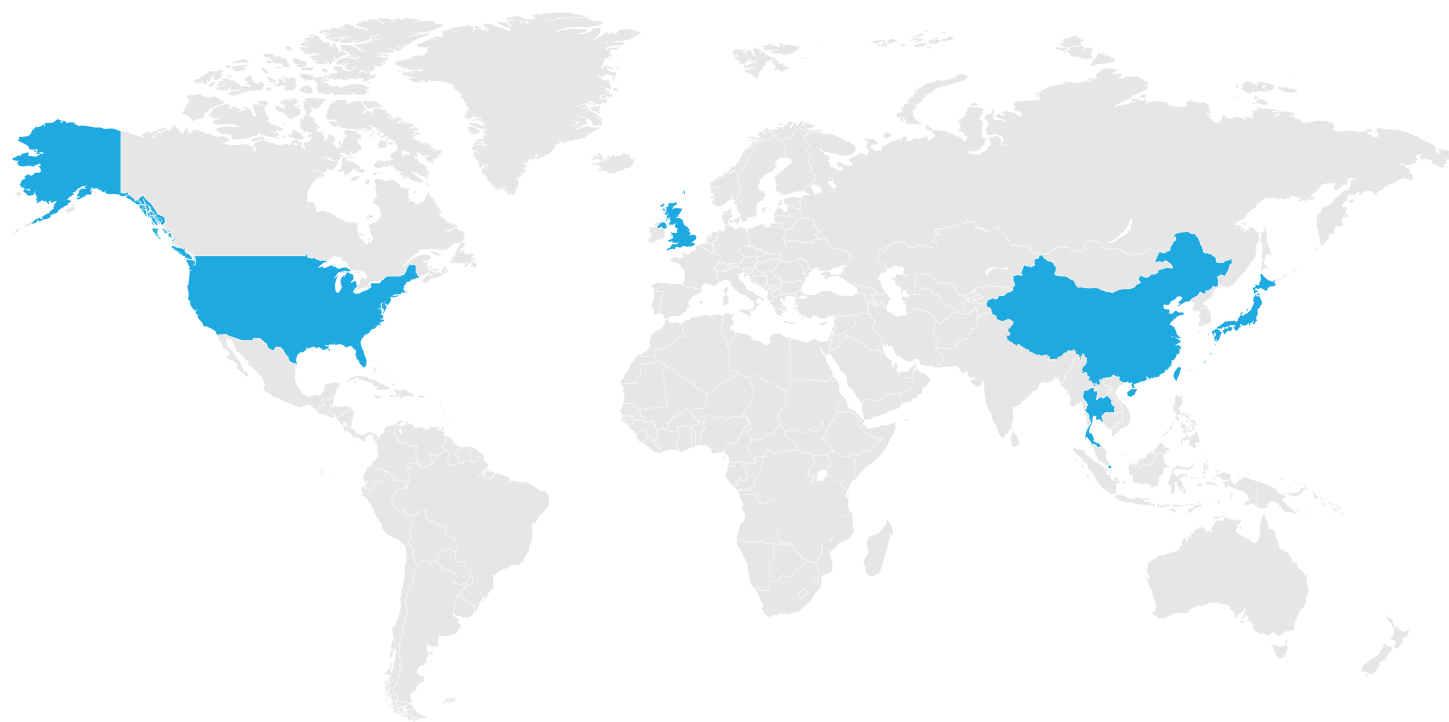
Healthcare

# Assessment of China's Hepatitis B treatment market



## About the client

Our client is a major biopharmaceutical company that develops and commercializes medications, food ingredients, food additives, and veterinary medicines. They specialize in psychiatry and neurology, oncology, regenerative medicine, and cell therapy.



Employee Size

6.8K



Headquarters

Osaka, Japan



Revenue

\$4.67B

(as of March 31, 2021)



## Objective

Our client wanted a market assessment that would pinpoint new growth opportunities and help them strategize accordingly. The study aimed to gain insight into the Hepatitis B treatment market in China, including its:

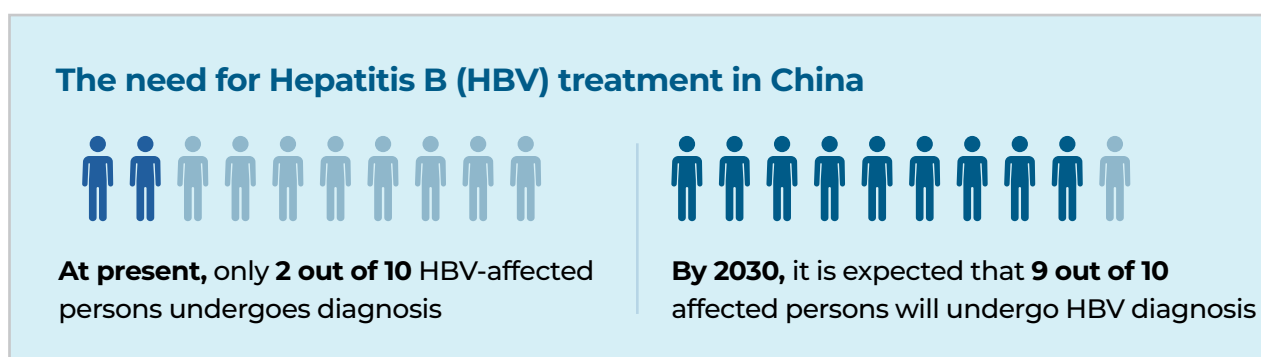
- Patient pool
- Treatment options
- Ongoing and potential clinical trials
- Standard treatment protocol
- Major companies operating in the market
- Regulatory landscape

# Solution

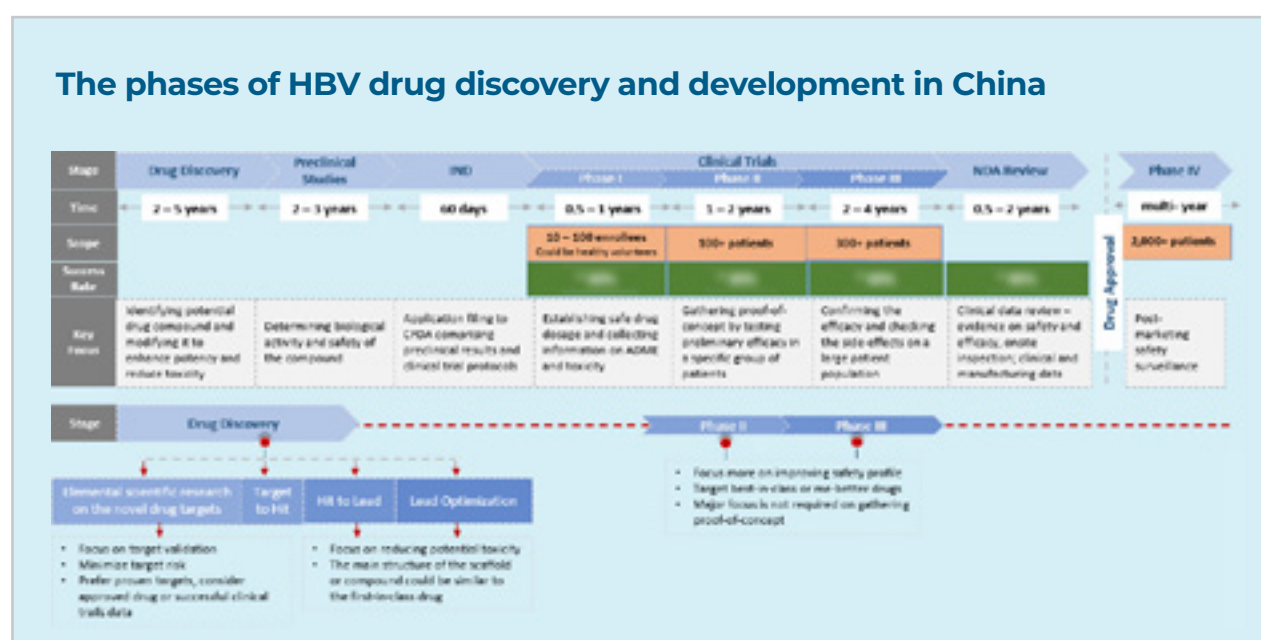
We conducted a market assessment of hepatitis B treatment in China using a combination of primary and secondary research. Our respondent pool comprised gastroenterologists, hepatologists, and infectious disease physicians from the demand side, sales and market managers and heads from the supplier side, and industry/non-profit association specialists.

Based on the information gathered from the research, the following insights were drawn:

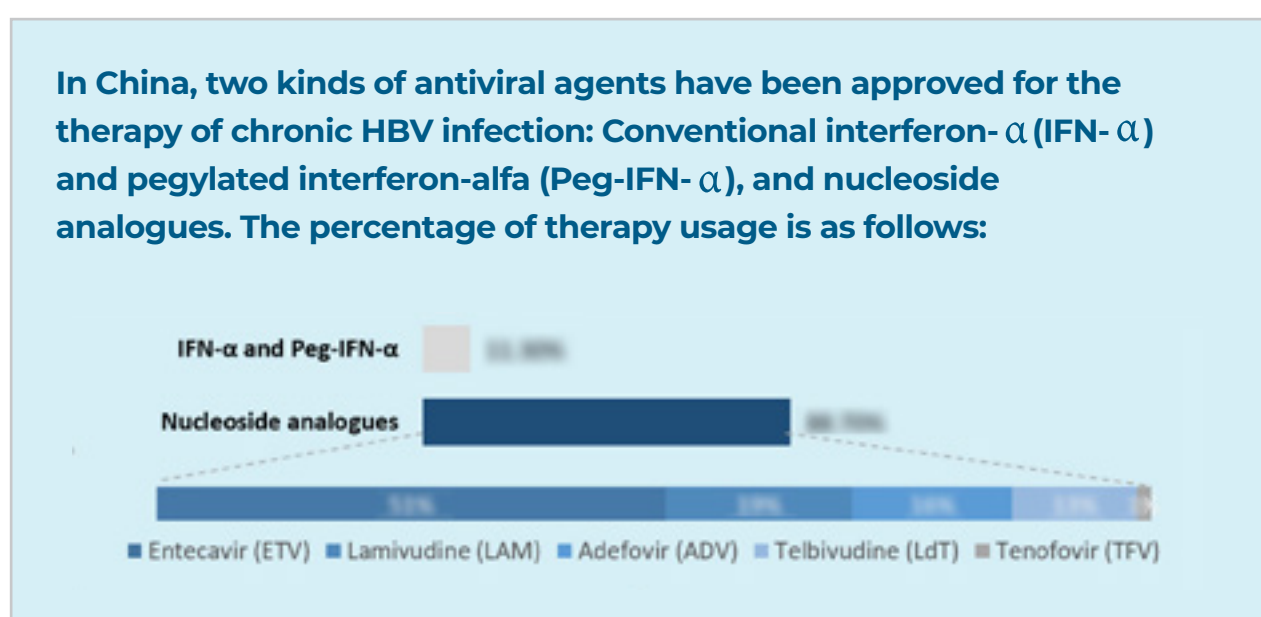
- **An overview of the addressable and serviceable market landscape in China:** The market dynamics, the major biopharmaceutical manufacturers, and the treatment options.



- **The regulatory landscape and pathways:** An investigation of the regulatory environment, focusing on epidemiological data, the trial phases, and the key statistics about drug evaluation and approval.



- **Future opportunities in the treatment market:** Information regarding new products to be launched, statistics of market share, projected growth spikes, and the target country's market share.





## Benefit

Based on the insights provided by our report, the company was able to identify the key segments for growth, current, and future treatment options, and know what their competitors were doing. As a result, the company was able to reprioritize their current strategy and plan for the future.

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