Market Assessment – Dermatology Market for Seniors

Case Study



Case study: Market Assessment – Dermatology Market for Seniors

Client	A Global Pharmaceutical Company	
Industry	отс	
Products	Dermatological products	

Context

 Exploring market potential for new consumer category of dermatological preparations (>65 years) in the US, EU, Russia, Brazil & China

Key Business Questions

- What is the overview and market size of the global dermatological market for the elderly population?
- What are the key market trends, growth drivers, regulations, and challenges?
- Who are the key domestic and international market players?
- What are the major channels to market such products?
- What is the consumer perspective on dermatological products for the elderly population?

Engagement Scope

1 Market Attractiveness	2 Product Understanding	3 Competitive Scenario	4 Consumer Analysis & Key recommendations
 What is the current market size of the global dermatological market for elderly? What is the global geriatric population segmentation? What are trends, drivers and challenges in different dermatology market segments & geography? How do the health economic dynamics impact the market? 	 What are the different products & who are the dominant players in the market? What were the strategies adopted by the key players to expand their market share? How is the geographical presence of key players & products? How different are the key ingredients based on target indications, formulations, regulatory positioning? 	 Who are key domestic and international players and their market share for the geriatric product portfolio? What are the marketed product range available for geriatric population? How is the global presence and revenue generation of those competitors? What are the different geriatric care services provided by competitors? 	 What is the consumers & providers perception for a product positioned for geriatrics? What are the unmet needs & major indications targeted? Who takes the buying decision for geriatric products? What are the marketing and commercialization channels?

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Research Methodology

Secondary Research

 Websites of Industry players, Trade magazines, news monitoring in relation to industry, products, market reports & databases for the market, product and competitive scenario

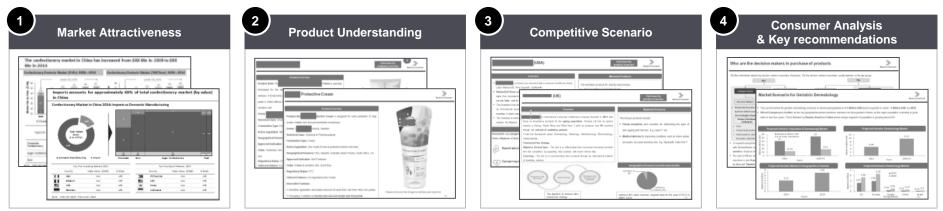
Primary Research

- 10+ Interviews with manufacturers, distributors, retailers and industry expert for understanding product trends and competition
- 200+ Surveys with consumers and HCPs to understand perceptions

Benefits to Client

- Global market snapshot for the geriatrics with insights on strategies adopted by various companies for the growth in geriatric dermatology market
- Competitor outline determining key factors driving and limiting the growth of the market, along with the layout of global healthcare economic dynamics
- Detailed profiles of products and companies in the dermatology landscape of geriatrics
- The client is in the process of successfully targeting the unexplored domain with 2 new brands in skin cosmetics for elderly and is expected to be launched by end of 2018, based on key categories of products recommended by cheers

Sample Analysis



Thank you

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