



# Market Assessment – Dermatology Market for Seniors

Case Study

# Case study: Market Assessment – Dermatology Market for Seniors

<b>Client</b>	A Global Pharmaceutical Company
<b>Industry</b>	OTC
<b>Products</b>	Dermatological products

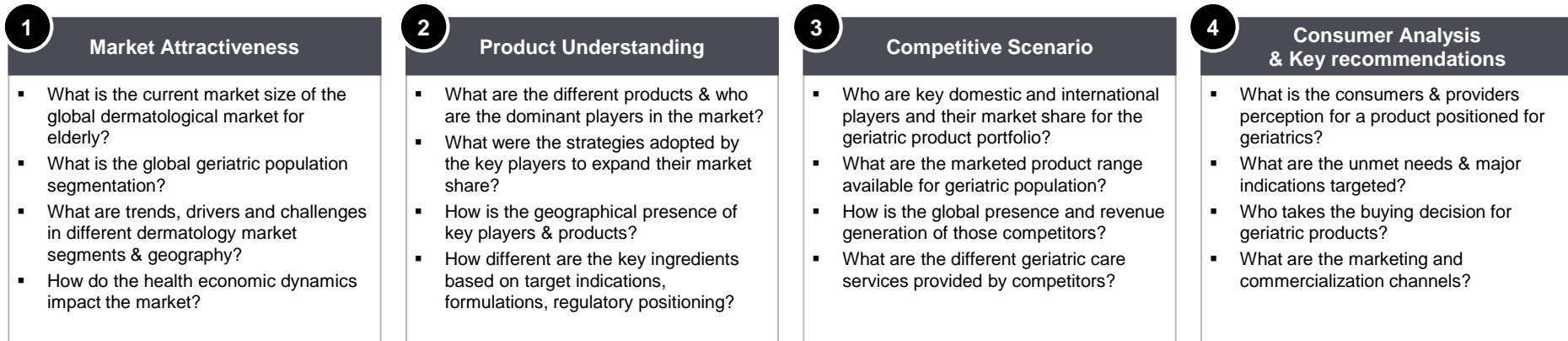
## Context

- 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



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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

**1 Market Attractiveness**

**2 Product Understanding**

**3 Competitive Scenario**

**4 Consumer Analysis & Key recommendations**

# Thank you

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