



Competitive Intelligence

Poultry Vaccine & Disease Prevention

Case Study- Competitive Intelligence -Poultry Vaccine & Disease Prevention

Client	A leading veterinary health company
Industry	Pharmaceuticals
Products	Pharmaceutical, biologicals, vaccines

Context

The client wanted to understand the following:

- Competitive landscape of poultry vaccination and disease prevention (PVDP)
- State-of-the-Art technologies and emerging technologies in PVDP
- Identify unmet needs and various technologies addressing these unmet needs
- Drivers, restraints and potential opportunity in PVDP
- Regulatory barrier in development of poultry vaccines and its adoption

Key Business Questions

- What are the commercially available vaccines and the vaccines under developments?
- What are the innovative solutions available for PVDP? What is current and future outlook of poultry vaccines market in developed and developing markets?
- Which are the leading corporates, start-ups, research institutes, universities working in this space?
- Where are the knowledge and innovation hubs for PVDP?

Engagement Scope

1

Technology Overview

- Which are upcoming novel technologies for development of poultry vaccines?
- Which are the unmet needs these technologies are trying to address?
- What are the various diseases in poultry that require preventive measures?
- Which are the most preferred live and inactivated vaccines for poultry?
- Which are the most preferred routes for administration of these vaccines?

2

Innovation Overview

- How does IP landscape look like in PVDP?
- Which are the leading applicants/ innovators working in poultry vaccines?
- Which are the leading innovation hubs for PVDP?
- What are the breakthrough innovative solutions available in PVDP?
- What are the upcoming new genetically modified vaccines?

3

Competitive Landscape

- Who are the leading players active in development of poultry vaccines?
- What are the government initiatives to promote development of poultry vaccines?
- Which are the leading markets - demand, supply and growth rate?
- What are the drivers and challenges in PVDP?
- Who are the KOLs in PVDP?

4

Key Findings and Conclusions

- Promising novel technologies addressing unmet needs in PVDP
- Ranking and prioritization of players owning these technologies
- Competitive benchmarking of PVDP based on species, market and potential
- IP landscape & top innovator companies
- Future outlook and opportunities in PVDP

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Research Methodology

Secondary Research

- Desk research studying company website, annual reports, press releases, etc.
- Public & proprietary databases, market report, blogs etc.

Patent Research

- Orbit, USPTO, Espacenet, Patentscope

Literature Research

- Web of Science, VetCare & research journals, vaccine and poultry research journals
- ScienceDirect, Pubmed, Wiley Online Library, etc.

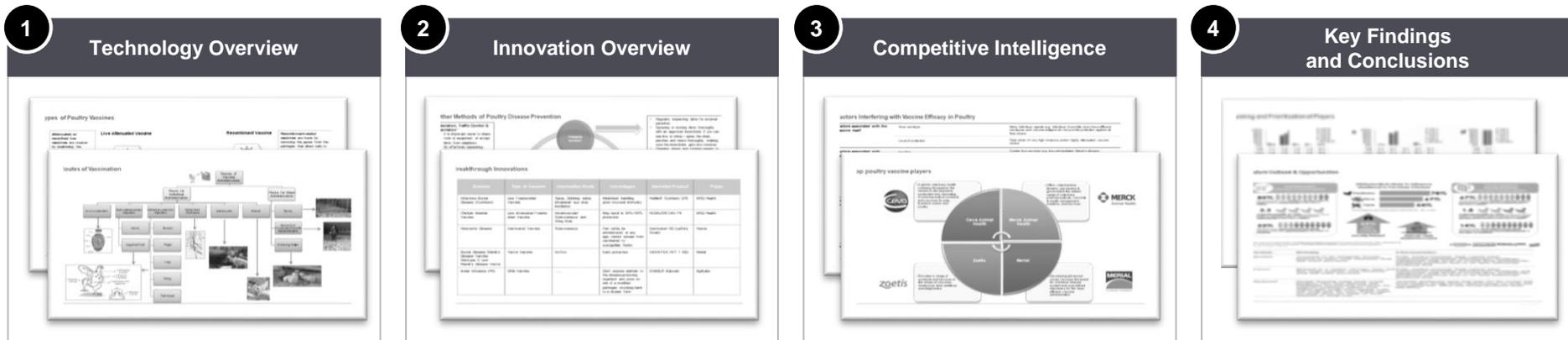
Primary Research

- Detailed 20 interviews – vaccine/disease-prevention experts, market experts, KOL (poultry vaccines) & market participants
- 130 web-survey

Sample Analysis

Benefits to Client

- Client received insights on competitive landscape of PVDP – technologies, players, market and potential opportunities
- Identification and prioritization of promising novel technologies
- Ranking and prioritization of players owning these technologies
- IP strength of the leading players
- Identifying potential partners for strategic partnership in short to medium term
- Future outlook and opportunities in PVDP



Thank you

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