



Robotics in Healthcare - Market & Opportunity Analysis

Case Study

Robotics in Healthcare - Market & Opportunity Analysis [1/2]

Client	A leading industrial robot manufacturer
Industry	Healthcare
Applications	Intra-logistics, Lab automation, Patient care and Imaging

Context

- Client wanted to understand the landscape of robotic applications which have emerging use in the healthcare industry, which enable them to decide go-to-market strategy in the same industry.

Business Questions

- What are the geographies that have successful healthcare robotic industry? What are the various factors resulting in that success?
- What are the different healthcare robotics applications in demand at present and will remain in 2025?
- What is the market potential of those applications at present and till 2025? What are the various macro or micro factors influencing those markets?
- What are the various critical use-cases in those applications that are driving their market growth?

Engagement Scope

1

Landscape Analysis – Robotics in Healthcare

- Application & Use-case Landscape - Landscape of applications & use-cases from healthcare robotics
- Ecosystem Analysis - Landscape of different players that are present in robotics healthcare ecosystem
- Country Analysis - Understanding country dynamics to define the success for healthcare robotics

2

Opportunity Evaluation

- Market Assessment [Application & Use-case] - To determine market dynamics and demands for robotics applications and use-cases in healthcare
- Selected 5 applications deep-dive – for the short-listed applications and use-cases:
 - Regional Dynamics
 - Customer Base Analysis
 - Market Dynamics
 - Market Pull – Customer / Industry Need Analysis

3

Growth Opportunities & White-space Analysis, GTM

- Company profile (5 - robot manufacturers, 5 - healthcare companies)
 - Their strategy towards healthcare robotics business
 - Their market share in each health care robotics application
- Selected 5 countries deep-dive – Deep-dive short-listed countries to analyze growth potential and challenges
- Technology push - Robotic technologies in highest demand in healthcare

Robotics in Healthcare - Market & Opportunity Analysis [2/2]

Research Methodology

Secondary Research

- Conducted desk research to understand the overall market
- Referred paid databases and scientific literature

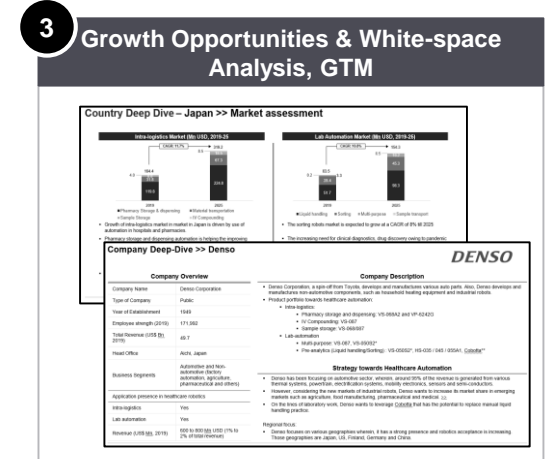
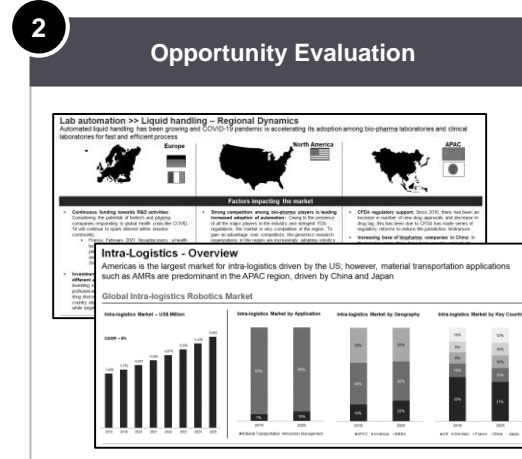
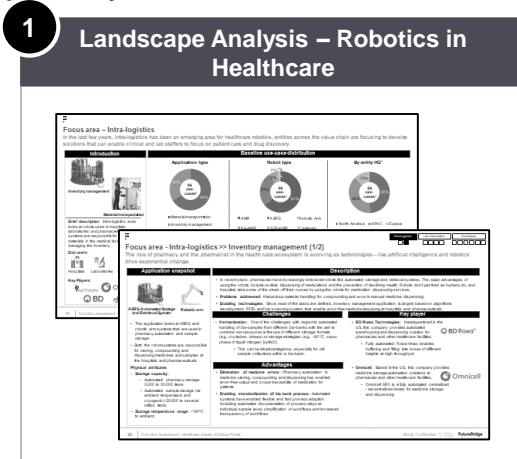
Primary Research

- 120+ Telephonic interview with manufacturers, distributors, industry experts, etc.

Benefits to Client

- Based on the study and recommendations, client was able to identify which were the robotic applications that are emerging by geographies.
- This allowed the client to focus their efforts to build their product portfolio for healthcare automation.
- Client was also able to analyse the potential partners for the emerging applications that would support them to enter those application markets.
- Client was also able to strategize as to see where they should be in the ecosystem over the next 10 years instead of being a manufacturer

Sample Analysis



Thank you

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