

Case Study



Case Study- Consumer Segment Analysis – Dermatological market for elderly

Client	A global Healthcare Company				
Industry	отс				
Products	Dermatological products				

Context

 Client wanted to understand market potential for new consumer category of dermatological preparations (>65 years) in US, EU, Russia, Brazil & China, by understanding key product categories & target market, leading players & their offerings & consumer perspectives of elderly care product.

FutureBridge

Strictly Confidential

Key Business Questions

- What is the overview and market size of global dermatological market for 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 are consumer perspective on dermatological products for elderly population?

Engagement Scope

1 Market Attractiveness	2	Product Understanding	3	Competitive Scenario	4	Consumer Perception
What is the current market size of Global Dermatological market for elderly? What are the key segments/ drivers in Dermatological market? What are trends, drivers and challenges in different dermatology market segments & geographies? How does Health economic dynamics impact this market and segment?	avalation avalat	nat are the different products ailable and their positioning? their a requirement of new oducts? the market fragmented or ruled by ew players/ brands? by different are the key ingredients seed on target indications, mulations, regulatory positioning?	int ma po Ho rev co	ho are key domestic and ernational players and what is their arket share for geriatric product rtfolio? by is the global presence and venue generation of these mpetitors? that are the different geriatric care rvices 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 key marketing and commercialization channels to engage with elderly?
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Research Methodology

Secondary Research

 Websites of Industry players, trade magazines, news monitoring in relation to industry, products, market reports

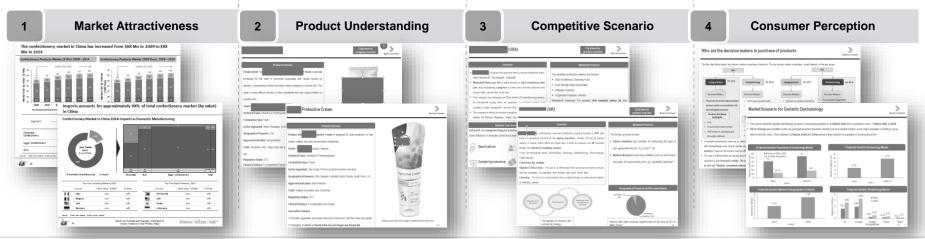
Primary Research

■ 10+ interviews with marketers, retailers and industry expert for ■ understanding product trends and competition

Benefits to Client

- Competitor outline determining key factors driving and limiting the growth of the market, along with layout of global healthcare economic dynamics
- Detailed profiles of products and companies in the dermatology landscape of geriatrics
- 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 in near future, based on key categories of products recommended by FutureBridge

Sample Analysis



Thank you

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