



Consumer Segment Analysis – Dermatological market for elderly

Case Study

Case Study- Consumer Segment Analysis – Dermatological market for elderly

Client	A global Healthcare Company
Industry	OTC
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 .

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
	<ul style="list-style-type: none">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?		<ul style="list-style-type: none">What are the different products available and their positioning?Is their a requirement of new products?Is the market fragmented or ruled by a few players/ brands?How different are the key ingredients based on target indications, formulations, regulatory positioning?		<ul style="list-style-type: none">Who are key domestic and international players and what is their market share for geriatric product portfolio?How is the global presence and revenue generation of these competitors?What are the different geriatric care services provided by competitors?		<ul style="list-style-type: none">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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Thank you

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