



Event Impact Analysis for Molecular Diagnostics

Case Study

Case Study: Event Impact Analysis for Molecular Diagnostics (1/2)

Client	Multinational Healthcare Company
Industry	Diagnostics
Products	Molecular Diagnostics

Engagement Scope

1 **Market Intelligence**

- What are the different **market segments/sub-segments** in molecular diagnostics?
- What is the **market estimation** for DNA molecular diagnostics in diagnostic market?
- Who are the different **stakeholders** in the value chain?
- What are the unmet needs, key market **drivers** and **restrains**?
- What are the **regulatory challenges and reimbursement bottlenecks** for the domain?

2 **Competitive Intelligence**

- How does the **competitive** landscape looks like?
- Who are the **market leaders**?
- What are the **products/solutions/technologies** offered by the key players? What are recent product launches?
- What are the key **differentiating features** of identified products/solutions/technologies?
- What are the **best practices/strategies** of the key players? What are the various **pricing and marketing strategies** adopted by the competitors?

3 **Opportunity Assessment**

- What is the **future potential (market forecasting & projections)** of DNA molecular diagnostics for Cancer?
- What are the different **opportunity areas** for the client? What is the **market size** (by value) of these opportunities?
- Which market segments are **commercially attractive**?
- What **strategy** should be the **adopted** by Client to capture these opportunities?

Context

- The Client wanted to conduct a **market assessment** study to evaluate the **market potential** in molecular diagnostic domain, with an emphasis on Cancer-related offerings
- The key objective of the study was to provide **quantitative** and **qualitative** information that would enable client to evaluate **market opportunity** in the segment

Key Business Questions

- What are the different market segments? Which market segments are commercially attractive?
- What is the market for molecular diagnostics in specific segments – market size, growth rate & market potential? What are the major unmet needs in the market?
- What is the future potential of DNA molecular diagnostics in the space?
- What is the competitive landscape? Who are the key players in the market?

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Research Methodology

Secondary Research

- Referred paid data sources for gathering scientific and patent literature through patent and scientific databases
- Collected data from company website, annual reports, press releases, conference communications, etc.

Primary Research

- Conducted **10** expert interviews with value chain partners (researchers/technology developers/manufacturers) and industry experts (market observers/market consultants/regulatory experts/ex-senior employees of competitors)

Benefits to Client

- The study offered insights on the **market potential** for different segments and sub-segments in molecular diagnostics segment
- The report is being used by the R&D team **streamlining their strategies** as per the competitor activities
- The study helped the client to reassess **internal portfolio** and **channelize** resources on projects with the highest potential and avoid certain development risks

Sample Analysis



Thank you

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