

CASE STUDY: Gene therapy competitor landscape assessment for new market entry

CLIENT

Global biopharmaceuticals and diagnostic solutions provider



INDUSTRY

Biotechnology



PRODUCTS

Gene therapy solutions, biologics, and advanced diagnostic kits



TARGET GEO

Global



BUSINESS OBJECTIVE

- The client aimed to expand its market presence by identifying untapped regional opportunities in the biotechnology sector.
- Specifically, the client sought insights into competitors’ geographic expansion strategies to evaluate high-growth regions, potential partnerships, and local market adaptation strategies.

OUR SOLUTION

- **Competitor Profiling and Market Entry Strategies:** Evaluated competitors’ expansion into new regions, focusing on entry timelines, investment levels, and product adaptation strategies; Assessed regulatory landscapes in emerging markets where competitors had successfully launched gene therapies and biologics.
- **Partner Ecosystem Evaluation:** Mapped partnerships between competitors and local research institutions, contract manufacturing organizations (CMOs), and healthcare providers; Identified gaps in the client’s partnership network and proposed collaborations to streamline market entry.
- **Regional Opportunity Assessment:** Conducted demand analysis for biopharmaceuticals and diagnostic solutions in targeted regions, identifying underserved healthcare needs; Evaluated competitors’ localization efforts, such as pricing adjustments and region-specific marketing strategies, to recommend tailored approaches for the client.

OUTCOMES

- 1 Pinpointed three high-potential regions with growing demand for advanced diagnostics and biopharmaceuticals, enabling targeted market entry.
- 2 Developed a tailored expansion strategy, resulting in a 10% increase in market penetration within 18 months.
- 3 Secured collaborations with two leading CMOs and a regional healthcare provider, accelerating the client’s ability to meet local market needs effectively.