

CASE STUDY: Competitor portfolio and pipeline benchmarking in rare diseases market



CLIENT

Mid-sized over-the-counter (OTC) and prescription medications manufacturer



INDUSTRY

Pharmaceuticals



PRODUCTS

OTC medications and prescription drugs in sustainable packaging



TARGET GEO

Global



BUSINESS OBJECTIVE

- The client aimed to enhance market share and customer loyalty by understanding the impact of sustainability on competitors' market performance. A
- key focus was to uncover market share shifts and customer sentiment tied to eco-friendly packaging in pharmaceuticals, using direct customer insights to inform their product strategy.

OUR SOLUTION

- **Voice of the Customer (VOC) Study:** Conducted 15 expert consultations with healthcare providers, pharmacists, and sustainability advocates to understand their perspectives on sustainable packaging in pharmaceuticals; Explored customer attitudes toward biodegradable and recyclable packaging materials and their influence on purchasing decisions; Identified specific concerns, such as material durability and impact on medication shelf life, to address in product design.
- **Real-Time Sentiment and Market Tracking:** Used social media analytics and online reviews to gauge customer sentiment toward competitors' sustainable packaging initiatives; Analyzed sales data and market trends to quantify the influence of eco-friendly packaging on market share shifts in OTC and prescription drug categories.
- **Competitor Strategy Assessment:** Mapped competitors' adoption of sustainable packaging, evaluating materials used, cost implications, and communication strategies; Benchmarked market share changes tied to sustainability initiatives, providing actionable insights into successful strategies.

OUTCOMES

- 1 Suggested a new line of OTC medications in biodegradable packaging, that helped achieve a 12% increase in customer loyalty within the first year.
- 2 Captured an additional 6% market share in NA region by aligning products with customer preferences for sustainability.
- 3 Strengthened the company's reputation as an environmentally responsible brand, fostering deeper customer trust and engagement.