

The opportunity for formulated products and digital in healthcare



The client wanted to explore future opportunities for formulated products and digital to work together to provide consumers with a holistic solution to their healthcare needs.

Technologies

- Digital
- Devices
- Competitor and ecosystem analysis
- Technology landscaping
- Business models

Domain expertise

- Consumer healthcare
- Medicated and non-medicated formulated solutions
- Digital
- Devices





The project story:

We undertook interviews with technical and commercial members of the client team to understand the internal perspective on opportunity areas of interest, and to identify gaps in knowledge.

This was then mixed with secondary research including market data and reports, consumer research, product data, clinical trials, and news articles, and primary research with market commentators and technology holders.

The research explored key unmet consumer needs, market dynamics and a technology assessment, as well as identifying key players in the ecosystem. Case studies illustrated successful business models in the digital space. The landscape of technologies and key players was mapped and overlaid with the market and consumer insights to identify areas of opportunity in the short and longer term.

Results: deliverables and outcomes

We provided our client with a robust understanding of the technology and market landscape and insights into what a successful ecosystem could look like.

In partnership with our client we developed their future strategy to incorporate digital with formulated products to provide consumers with an integrated solution to their healthcare needs.

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