

What opportunities are there for novel materials in advanced wound care?



**The client, a novel materials manufacturer, wanted to extend their penetration of the healthcare market by understanding the unmet needs within wound care that might be met by a new 'material'.**

**Technologies**

- Market landscaping
- Primary and secondary research
- Trends analysis
- Roadmapping

**Domain expertise**

- Materials
- Healthcare





## The project story:

We constructed a market landscape using insights drawn from secondary information, and most valuably from stakeholder and expert interviews. This established an understanding of the functionalities that were valued across specific medical applications and important areas of under-performance. It also highlighted the technical and commercial trends that would impact product performance requirements and so shape market demand.

The research enabled the identification of emerging product needs in the short, medium and long-term, potential innovations that may disrupt the market, potential uses of the client's material in current and future products.

## Results: deliverables and outcomes

We provided a road map helping the client to consider an innovation program aligned to the likely evolution of the market.

## Contact us

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