

CASE STUDY- LEADING DRUG PACKAGING AND DELIVERY SOLUTION COMPANY IDENTIFIED ~ USD 25 MN REVENUE OPPORTUNITY FROM COVID-19 VACCINES IN THE APAC REGION

EVENTS , ANALYSIS AND RECOMMENDATIONS



BACKGROUND

Our client is a leading drug packaging and delivery solution company with a valuation of USD 2 billion that deals with various products around vial containment solutions, including vials (glass and polymer), rubber stoppers, and plungers (laminated and non-laminated), aluminum seals, and pre-fillable syringes. It also offers drug delivery solutions like self-injection platforms and reconstitution devices. The company serves the following industries –

- Biotechnology
- Generics
- Pharmaceuticals
- Medical devices



BUSINESS GOALS AND CHALLENGES

The key client stakeholders were CEO APAC, Head of Marketing for Asia, and GMs for the top 3 Asian countries. They were willing to accelerate the growth of core product (rubber stoppers, seals, and PFS) business across APAC countries (India, South Korea, China) – especially for vaccine packaging. Furthermore, they wanted to understand the addressable market for marketed, pipeline, and COVID-19 vaccines. This is in terms of volume and value for core products. To get it done in the right manner, an in-depth understanding of significant customers and their products and the development of COVID-19 vaccines were vital to ascertain the likely demand for core products – for the next 3-to 5 years.

CONCLUSION

With the help of thorough research and in-depth market analysis, we helped the client achieve its growth objectives for the next 3-5 years in the biotechnology and medicine market. By the end of the forecasted period, the client can further tap into the new addressable opportunity of US\$ 2 billion. .



SOLUTION

We leveraged our market intelligence cloud, KnowledgeStore, in order to help our client achieve the desired growth of their core product in the APAC region. We assessed the competitive dynamics of the marketplace and identified additional revenue opportunities for our client amid the pandemic situation. We conducted a study, and the followings are our findings –

- More than ~ 1000 million rubber stoppers are expected to get consumed from targeted APAC countries for vaccines
- Nearly more ~ 400-425 million rubber stoppers would be consumed for COVID-19 vaccines alone

In addition, we found crucial revenue growth opportunities for our client connecting to the COVID-19 pandemic. Those are –

- India is one of the most attractive markets due to its large vaccine manufacturing capacity along with domestic & exports consumption
- China offers an excellent opportunity for PFS whereas S Korea is an important country due to vaccine CDMOs and focus on self-s

