

# Contract Pharmaceutical Manufacturing Market Assessment



A leading industrial player was seeking help in assessing the market potential and future outlook for one of its target in contract pharmaceutical manufacturing segment in the US. The target was one of the leading contract manufacturer of biologics and the client wanted to understand the market dynamics for biologics and future potential, key risks associated with contract manufacturing business model in pharmaceutical sector, and products and technologies that can disrupt the target business operations.

# Solution

## Assessed market potential:

### Market Analysis

Market size and outlook by key product and service offerings

### Competitive Landscape

Competitive landscape by product segment

### Demand-Supply Gap

Global demand-supply gap assessment for key products

- Assessed risk of insourcing, substitute products and services, operating models, pricing and others
- Develop a perspective on impact of insourcing on contract manufacturing business – current customers and other end segment players

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## Target assessment through mix of deep secondary research and survey (58+) to:

### Customer Understanding

Understand the key purchase criteria of customers in the target end market and target alignment in those KPCs

### Customer Survey

Customer survey – examined customer satisfaction, potential risk, and willingness to continue with target service and products

01

Estimated topline growth for next 10 years

02

Determined revenue forecast and additional operational upside for the target

# Outcomes

## Shared Understanding

Shared understanding of the target growth opportunity and potential threats to watch

## Successful Acquisition

Client acquired the target at a value of **\$9.6 billion** based on our recommendations

