

CASE STUDY: A LEADING PLAYER IN IMPLANTS MARKET IDENTIFIED A REVENUE OPPORTUNITY OF ~USD 150 MN OVER 4-5 YEAR

INSIGHTS INTO DISRUPTIONS IN CLIENTS' INDUSTRY



BACKGROUND

The client is a prominent player in the implants sector and assessed a new product line within the internal neurostimulators marketplace. It specializes in a variety of products around interventional and surgical products – including aortic, peripheral, structural heart, grafts, patches and scaffolds, staple line reinforcement, and sutures. The company's end-user segment lies in hospitals, ambulatory surgical centers, clinics, and others.

BUSINESS GOALS AND CHALLENGES

The CIO of the company wanted to:

- Identify new products to pursue in the neuromodulation market
- Identify potential in target products and lucrative segments in the implantable neurostimulators market
- Understand key end-user segments and strategies to enter the market
- Address lack of visibility in faster growing and emerging application areas
- Focus on the fast-growing segments such as DBS (10-12%)

CONCLUSION

By deep-diving into the market, the client was able to identify an incremental revenue opportunity of USD 150 million by the end of 2025 – from just one product segment. MarketsandMarkets also projected the upcoming market cuts, highlighting the path to successful revenue growth.



SOLUTION

We leveraged our market intelligence cloud, KnowledgeStore, in order to help our client evaluate the potential market growth – ultimately helping identify a lucrative revenue opportunity of USD 150 million over the next 4-5 years. It was achieved through:

- Existing target segment → opportunity in the current target segment
- Existing target segment → Potential new end-users, regions, and applications
- New segment → Growing segment and end-users

In addition, we conducted a study and identified the upcoming market scopes. We found that new use cases can achieve incremental (additional) target revenue

