

# 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

