

CASE STUDY

Argentina – Evaluating Growth Opportunities Of Branded Drugs

EOS Intelligence developed a comprehensive intelligence report on Argentina's health care market with a focus on growth opportunities in the branded drugs product segment. The study, commissioned by a leading pharmaceuticals company, provided a 360° perspective on potential opportunities in the market.

CHALLENGE – Defining Project Objective & Scope

EOS Intelligence worked with a leading pharmaceutical company to assess market expansion potential for its branded drugs; the client wanted to understand the health care market in Argentina to evaluate growth opportunities.

Client's Objectives

Develop an understanding of the **market – size and growth, market characteristic,** and trends and drivers.; determine the extent of **public and private health care expenditure** with focus on branded drugs

Analyse **competitive landscape** to evaluate participation of client's **global peers and local companies.** Study distribution channels, merits of **local production vis-à-vis import,** and key success factors

Understand the **regulatory environment** with a view on drug registration process, import regulations, drug reimbursement regime and the **government's role in influencing prices**

APPROACH – Conducting Research & Analysis

1 Project Scoping

- Conducting preliminary research to assess information availability – a crucial step in designing the approach, recalibrating timelines, and strategizing for potential bottlenecks
- Outlining and discussing the proposed approach with the client

2 Research

- Secondary Research – identifying relevant, credible and up-to-date sources, and deriving information from industry associations, regulatory bodies, company reports and articles/news, government organizations, and EOS Intelligence's proprietary databases
- Primary Research – contacting market participants (manufacturers, suppliers and distributors, and doctors and medical personnel), and industry analysts/experts to validate information gathered through secondary sources and to fill-in any research gaps, through a series of first-hand interviews
 - Primary research was conducted both in English and Spanish (using skilled Spanish linguists, to gather first hand insights)

3 Report Compilation

- Analysis, interpretation and collation – information was integrated and structured in a way to answer each of the client's questions
- Output was a detailed intelligence report, which consisted of findings and insights, presented in a visually-rich format

OUTCOME – Deriving Insights & Synthesizing Findings

- EOS Intelligence's detailed **market intelligence** report provided the client with specific **insights highlighting the opportunities and challenges** in Argentina's branded drugs market segment. The findings, based on in-depth market analysis and validated through expert insights, **indicated the key trends influencing the target geography** and thereby shaping up future prospects.
 - **Assessment of the key external environment** elements affecting the client's operations resulted in a **realignment of the client's long-term approach** in the target market. Decisions were supported by detailed analysis of the **competitive landscape** and a **comprehensive review of the market players' strategies** in handling competitive challenges.
 - An in-depth **evaluation of the leading branded drugs companies** in Argentina provided insights on product portfolio, marketing and sales strategies, distribution models, and more importantly, their relationship with both public and private health care establishments. This analysis was important **to ascertain available market opportunity as well as assess competitive differentiation factors of the client.**
 - A Porter's 5 Forces analysis was used to present an overall market perspective, while a 3Cs analysis enabled in a specific understanding of the cost, competition and customer.
-
- **The client appreciated the 360 degree view of the market, which included insights on epidemiology, demographics and consumer behaviour.**
 - **This led to a better understanding of the target market and the end-users of their products. This was important from the client's perspective in order to calibrate their response to market opportunities.**
 - **The findings allowed the client to evaluate potential demand factoring in the existing challenges in the market.**

About EOS Intelligence

EOS Intelligence is a professional services firm that delivers bespoke research solutions targeted at corporate planners and decision makers, and institutional investors.

Our knowledge resources, spread across sectors such as automotive, consumer goods, energy and healthcare enable us to support a wide range of research and intelligence needs, spanning strategy assessments, supply chain rationalization and investment analyses.

We work closely with corporate and consulting firms, and provide them with customised business research and intelligence solutions that significantly contribute to their strategic and functional decision making.

If you would like to know more about our research solutions, please visit our website www.eos-intelligence.com.