

Competitor benchmarking and performance gap analysis for a leading European medical device player

Identified opportunities for expansion and plausible revenue streams

Identified potential geographies and activation levers from competitors

CLIENT CHALLENGES

- A leading European medical device player wanted to evaluate its competitive positioning relative to other major players'
- Key challenges were :
 - Expanding its geographical footprint and product portfolio
 - Developing a roadmap for launching products in new and emerging-market segments
 - Identifying potential activation levers and competitors' strategies
 - Identifying plausible challenges during expansion

OUR APPROACH

- **Benchmarking competitors based on :**
 - Operating segments
 - Geographical footprint - manufacturing and sales
 - Products and pipeline
 - Peer analysis and scoring
 - Collaboration and partnerships
 - Impact of competitors
- **Industry profiling based on :**
 - Market size, industry growth
 - Trends, drivers and challenges
 - Country policies
 - [M&A](#) target screening
 - Regulatory research

IMPACT DELIVERED

- Evaluated the company's relative position in each therapeutic area and overall
- Helped the company understand key opportunity areas and activation levers to unlock value

About Acuity Knowledge Partners

Acuity Knowledge Partners is a leading provider of high-value research, analytics and business intelligence to the financial services sector. The company supports over 350+ financial institutions and consulting companies through a team of over 3,000+ subject matter experts who work as an extension of the clients' teams based out of various global delivery centres.

We empower our clients to drive revenues higher. We innovate using our proprietary technology and automation solutions. We enable our clients to transform their operating model and cost base.

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