



Strategic Market Intelligence – Branded Generics in Emerging Markets (LATAM)

Case Study

Client	A mid-sized pharmaceutical company
Industry	Pharmaceutical
Products	Specialty generic drugs


Context

- A pharma client interested in bringing value-added generics in Latin America wants to understand the market conditions. The client also wants to study the performance of branded generics against branded and pure generic products from a profitability perspective.

Key Business Questions

- How is the pharmaceutical market segmented based on neuropathic and post-operative pain specialty drugs in LATAM?
- What are the pricing strategies formulated for new generic drugs having better clinical outcomes in LATAM countries?
- How does the retail chain function in the sale and distribution of specialty generic drugs?
- How are the margins decided and what discount policies/practices are prevalent in LATAM countries?

Engagement Scope

<p>1 Market Intelligence</p> <ul style="list-style-type: none"> ▪ How is the pharmaceutical market segmented based on specialty drugs in LATAM? ▪ How does the retail chain function in the sale and distribution of specialty generic drugs? ▪ Which pricing strategies work for generic drugs in LATAM? ▪ What is the impact of regulatory policies and other government initiatives/ incentive programs on the sale of generic drugs? ▪ How are these policies favoring the market for generic drugs? 	<p>2 Market Access</p> <ul style="list-style-type: none"> ▪ How is the sale and distribution of specialty generic drugs (neuropathic and post-operative pain) in LATAM countries? ▪ How are the prices of new generic drugs with additional attributes (having better clinical outcomes) defined in LATAM countries? ▪ How are the margins decided and what discount policies/practices are prevalent in LATAM countries? 	<p>3 Key Findings and Conclusion</p> <ul style="list-style-type: none"> ▪ What conditions are defining the pharmaceutical market in Latin America? ▪ Which factors influence the uptake, approval, and pricing strategies of generic drugs? ▪ Which channels and their interplay define the sale and distribution of specialty generic drugs in LATAM countries? 	<p>4 Geographical Scope</p> <ul style="list-style-type: none"> ▪ Latin America (Mexico, Brazil, Argentina, and Colombia) 
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Research Methodology

Secondary Research

- Conducted extensive desk research by referring to various sources that include company & product databases, summit proceedings, medical societies, clinical registries/databases, manufacturing associations, industry reports, magazines, news portals, company websites, and medical conferences

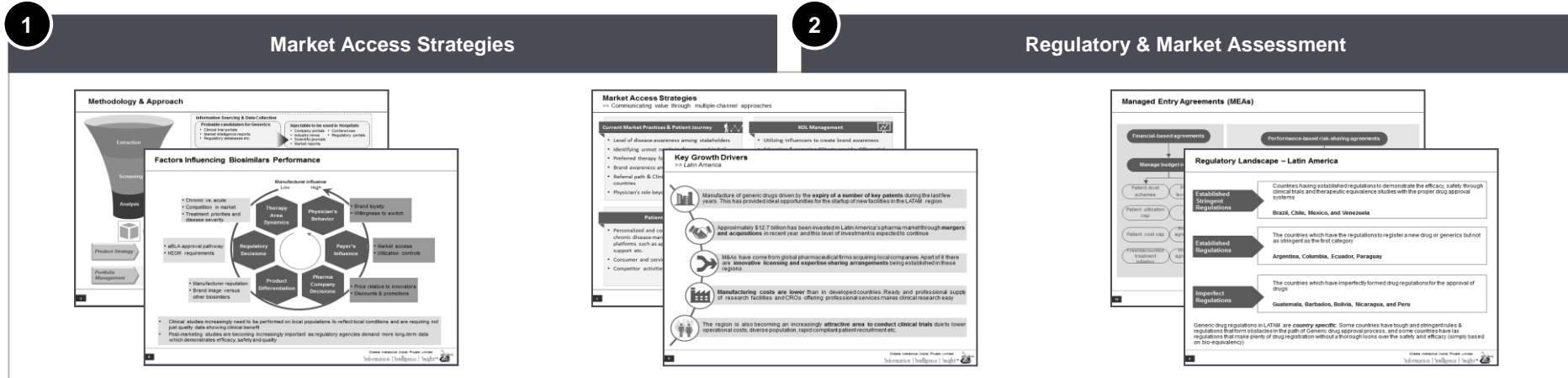
Primary Research

- Conducted interviews of key market players, industry participants, regulatory consultants, reimbursement experts, hospitals, physicians, medical practitioners, and pharmacists

Benefits to Client

- Insights gathered assisted the client to understand the market conditions and pricing strategies/practices favoring the uptake of generic drugs in LATAM countries.

Sample Analysis



Thank you

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