

# Industry trend & growth driver analysis

## Inform strategy with objective in-depth market trend analysis

### CLIENT NEED

Following a crucial M&A transaction, the Corporate Strategy group of a major global pharmaceutical sought an objective, outside-in perspective on market trends to support a key Executive Team strategy session.

### OUR APPROACH

- Developed report storyboard with client
- Identified key macro global market trends and impact
- Conducted Peer group benchmarking
- Performed Scenario based analysis
- Completed in-depth market trend analysis
- Mapped Evaluate Pharma indication definitions to client definitions

### OUTCOMES & VALUE

- Provided customised, client specific analysis
- Delivered a high-impact report within 3 weeks
- Set context and targeted key priority decisions, arming Executives with a solid understanding of the macro pharma market
- Saved Executive Team's time and resources, increasing productivity and impact at a strategic level

### SAMPLE DELIVERABLES

