

## Case Study

# A leading Japanese industrial conglomerate

Service(s) offered: Pre-Investment Advisory & Market Research

Sector/Industry: Healthcare



## India opportunity assessment for a Japanese multinational on the medical devices industry

A leading Japanese company that produces chemicals and materials approached Nexdigm to support them with a holistic and comprehensive study to understand the **market opportunity** for Therapeutic Apheresis Medical Devices in India in order to define their growth strategy for India.

### Solution

- Conducted comprehensive market research to understand the **market size, market segmentation, and patient count with growth rate**
- Analyzed **modalities and techniques** of **Therapeutic Apheresis** along with their **usage practices in hospitals in India**
- Performed **competition benchmarking**, identified **key competitors**, and provided their **sales strategies**
- Provided an overview of **regulations and guidelines** for registration and clinical evaluation of medical devices in India
- **15+ interviews with industry experts, government bodies, hospitals, and stakeholders** in the Therapeutic Apheresis industry

### Outcome

Our insights helped the client understand the Therapeutic Apheresis products and market in India along with the **available opportunities**.

Our insights on **current practices, competition benchmarking, and regulatory framework** were decisive for the client planning **their India entry strategy**.

For more information on this case study, please write to us at:

[ThinkNext@nexdigm.com](mailto:ThinkNext@nexdigm.com)

You can also visit our website to know how our services resulted in tangible business benefits:

[www.nexdigm.com](http://www.nexdigm.com)