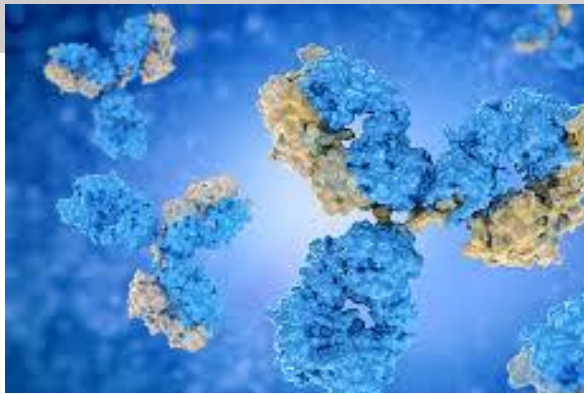


Client overview

A major specialty chemicals company was interested in expanding their offerings to their established (bio-)pharmaceutical customer base. To support this, the company wanted to generate a comprehensive landscape of the injectables market, specifically in the context of excipients used in the formulation of both small molecule and biologic drug products delivered parenterally. The market for injectable excipients is steadily growing, and is driven by several factors including the increasing demand for medicine, new dosage forms / delivery mechanisms and the growth of biologics. For this reason, the client was keen to ensure that any future excipient offerings were effectively meeting the evolving needs of the industry.



The search

SAL identified and interviewed ~25 KOLs / experts with experience in drug formulation and / or the use of excipients for injectable drugs.

Commentator insights were supplemented with secondary research to generate a comprehensive market landscape providing details of:

- (1) **The market** – size, drivers and constraints, geographical trends and factors impacting market PESTEL;
- (2) **The buyers** – needs, level of satisfaction with current offerings;
- (3) **The suppliers** – key players and their offerings, highlighting any possible partners and / or targets for M&A;
- (4) **The future** – future excipient requirements based on emerging therapeutic classes, future legislation impacting the market and impact on opportunity size

“The findings are very exciting”

“This is very good information...there’s a lot we can do with this, from sales structure to acquisition targets, and marketing messages”

Outcome

A series of recommendations were generated based on the market intelligence gathered by SAL to help inform the client’s **future business strategy**

Several **interesting partners and/or acquisition markets** were also highlighted who could support **any excipient offerings**