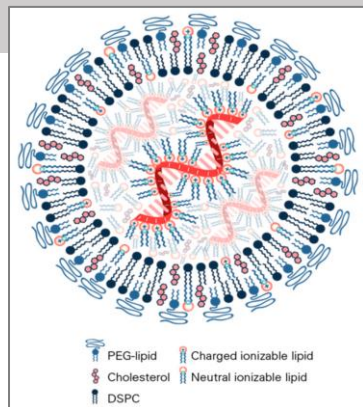


Client overview

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 injectable lipids market, including lipids used in parenteral nutrition products, as well as lipid based drug delivery systems used in vaccines and other parenteral drug formulations. The client recognised that the approval of mRNA-vaccines for Covid-19 created an enormous market opportunity for the use of lipid based drug delivery systems and the development of novel lipid systems, and were keen to understand the scale of the future market opportunity (beyond Covid-19) and whether there was capacity within the market for new players.



The search

Strategic Allies Ltd (SAL) conducted a comprehensive review of the injectable lipids market, combining extensive secondary research with primary research focussed on gathering key insights from ~15 KOLs / experts with experience in lipids based drug delivery and / or parenteral nutrition. Commentators were selected from across the value chains. Research was designed to address several key questions pertinent to the client's future growth strategy, including:

- (1) What is the scale of current and future demand for injectable lipids in the pharmaceutical industry?
- (2) What are the advantages of lipids over other drug delivery technologies, and could any competing technologies impact the future market for injectable lipids?
- (3) Who are the key customers of injectable lipids?
- (4) What does the value chain look like for lipid-containing drugs, and can this be quantified?
- (5) Where and how could organisations enter the market, and what is the potential scale of the opportunity?

"This is very helpful to me, it is very valuable"

"Many thanks to the SAL team for the excellent work"

"You have impressed us"

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 targets** were also highlighted who could support **future entry to the injectable lipid market**