

Client overview

A major specialty chemicals company asked Strategic Allies Ltd (SAL) to review the market landscape of medical collagen. They were interested in the different types of medical collagen including animal-sourced, recombinant, and synthetic collagen peptides.

Part of the landscape included exploring the technologies used to manufacture medical collagen including extraction from animal tissues, fermentation, and production in transgenic tobacco plants. SAL's client wanted to understand the suppliers and buyers of medical collagen with a view to increasing their own offerings to the medical device industry. They asked SAL to provide quantitative market data to assist them with their decision-making process.



The search

SAL identified the suppliers of medical collagen, and the raw materials they produce, by reviewing scientific and product literature, trade press articles, and company financial reports. This was complemented with in depth interviews with industry experts and professionals. Quantitative data on market size was captured from market reports and supplier press releases. SAL provided a final report describing the key quality attributes of medical

collagen, an introduction to eight classes of medical device products containing medical collagen, their collagen content and pricing information. SAL also profiled medical device companies that manufacture medical collagen in-house and the reasons why companies switch away from third party suppliers. The report included the pros and cons of the different types of medical collagen and provided a SWOT analysis of different opportunity spaces. To help the client decide whether to invest in medical collagen, SAL provided recommendations of different routes into the medical collagen market.

Outcome

SAL provided summaries of 24 medical collagen suppliers. The report described the manufacturing methods used for **3 classes of collagen raw material** and included profiles of **44 companies marketing collagen-based, medical device products.**

The report also provided data on medical collagen market size and pricing with SAL's recommendations for next steps.

"...you should be very proud of your work..."

"...Really good stuff - really, really like it, will really help us with decision making..."