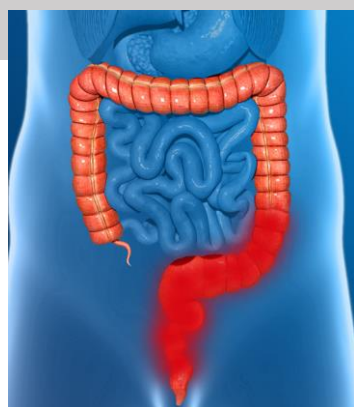


## Client overview

A major specialty chemicals company was interested in identifying new excipients to offer their biopharmaceutical customer base. Of specific interest were technologies to support the oral delivery of biologics. Advantages of oral drug delivery over parenteral administration include improved patient compliance and decreased costs, however there are also several challenges such as low bioavailability. There are ongoing efforts to develop technologies to enhance bioavailability of oral biologics, and our client was keen to better understand the market opportunity for these emerging technologies. The landscape was to include an assessment of currently available technologies, market size and maturity, potentially disruptive technologies, and other factors which could impact the market now, or in the future.



## The project

SAL conducted a comprehensive review of the oral drug delivery market, combining extensive secondary research with primary research focussed on gathering insights from 16 KOLs / experts with experience in oral biologics and /or the development of drug delivery technologies (chemical or device-based). Commentators were from both academia and industry. Research was designed to address questions pertinent to the client's future growth strategy, e.g.,

- (1) What strategies are being used for oral delivery of biologics and macromolecules?
- (2) What modalities and therapy areas are targets for oral delivery?
- (3) What are the advantages and limitations of current oral drug delivery technologies?
- (4) What factors could impact the market over the next 5 – 10 years (e.g., changing regulations, new reimbursement strategies, emergence of new technologies, etc.)
- (5) Is this a market we should consider entering, and what would be our market access strategy?

*“Very good comprehensive summary”*

*“Thank you for the very nice work”*

*“You’ve given us lots to think about”*

## Outcome

SAL were able to use the gathered insights to **appraise new and emerging drug delivery technologies** and provide an assessment of the **associated market opportunity**

**Using the evidence that SAL gathered and presented**, the client made the strategic decision to enter the oral drug delivery market, and SAL provided **actionable next steps** to facilitate market access.