

CASE STUDY

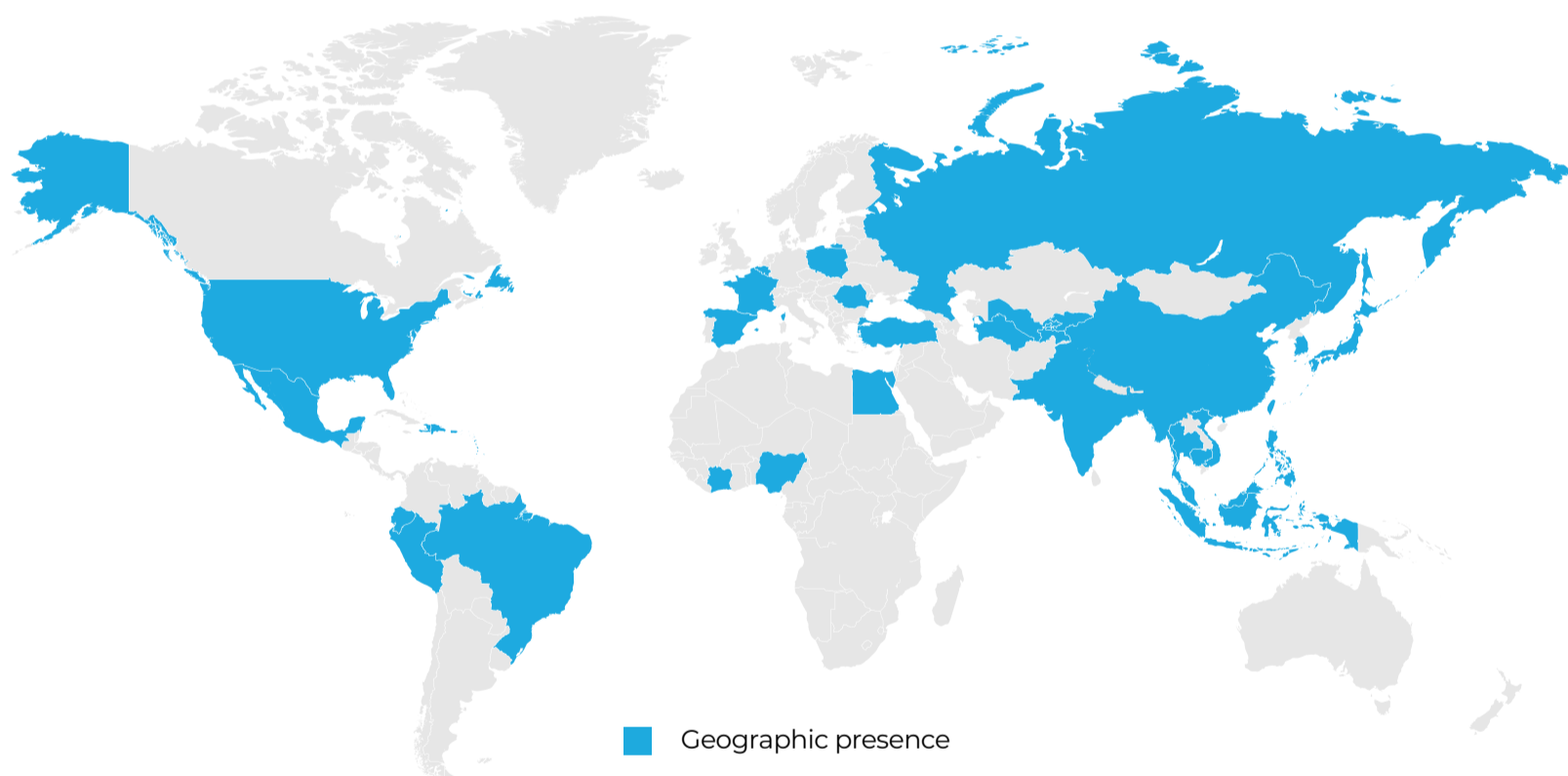
Healthcare

Epidemiological study and market assessment of formulae for Pediatric Chronic Kidney Disease



About the client

Our client is a renowned food and biotechnology corporation based in Japan that is known for its cutting-edge bioscience and fine chemical technologies, with a focus on amino acid research. While being the biggest producer of amino acids worldwide, their focus segments include the following: seasonings and food, frozen food, healthcare, and others.



Employee Size
32.5K



Headquarters
Tokyo, Japan



Revenue
\$9.6B
(FY 2020)



Objective and scope

Our client sought to gain a comprehensive view of the pediatric patient landscape of Pediatric Chronic Kidney Disease (CKD) and End-Stage Renal Disease (ESRD) in nine countries, including the US, Canada, the UK, Italy, Germany, France, the Netherlands, Spain, and Australia. Furthermore, they wanted to identify and forecast the annual sales of competing goods pertaining to pediatric renal formulas, in the US.

Solution and approach

An epidemiological study and market assessment conducted by Netscribes enabled the client to determine the size of the patient market and yearly sales of competing products. In addition, Netscribes evaluated the regulatory and reimbursement environments in the target countries. A holistic approach was taken in the studies conducted:



Estimation of market sizes, including the patient population of CKD and ESRD, as well as the estimated annual sales of competitive products



The regulatory and reimbursement environments



The responsibilities of dietitians and medical food and supplement manufacturers

1. Evaluating the market and indication landscapes in each region

In order to gain a comprehensive overview of the market and indication landscape in each country, as well as competitive intelligence, we used secondary sources, such as industry publications, company websites, and internal documents, regulatory intelligence, journals, registries, associations, and other articles.

2. Gathering information from relevant stakeholders

We conducted in-depth interviews with the target groups using Computer-Assisted Telephone Interviewing (CATI). Detailed desk research helped develop both qualitative and quantitative questions for the questionnaire. This was followed by survey programming.

A total of four interviews were conducted across the regions specified in the scope, with each interview lasting around 30 minutes. The target groups were as follows:



Dietitians, with more than 5 years of experience, treating stage 2, 3, 4, and 5 CKD in pediatric patients



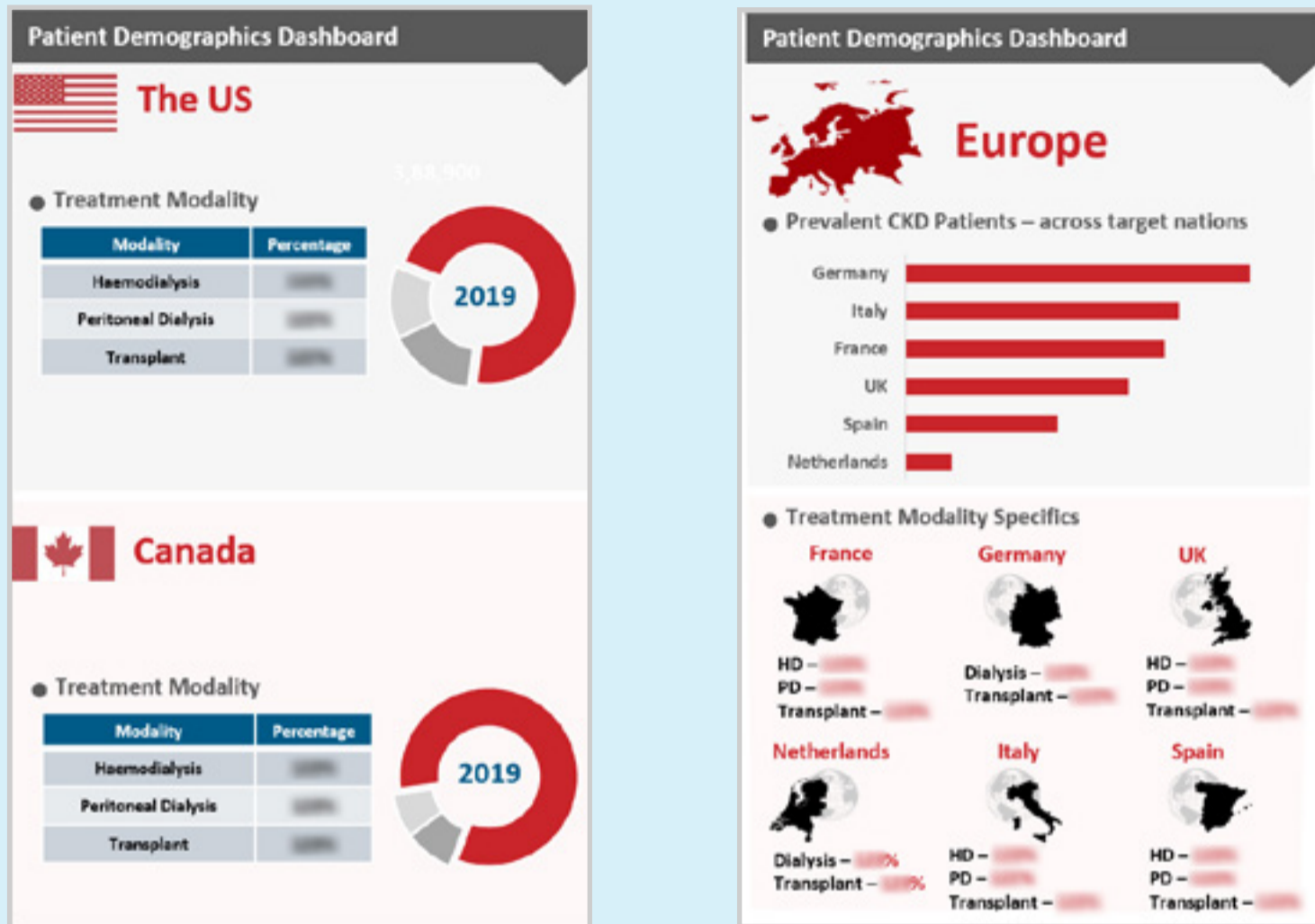
Medical food and supplement manufacturers, including sales and marketing professionals having experience of more than 8 years



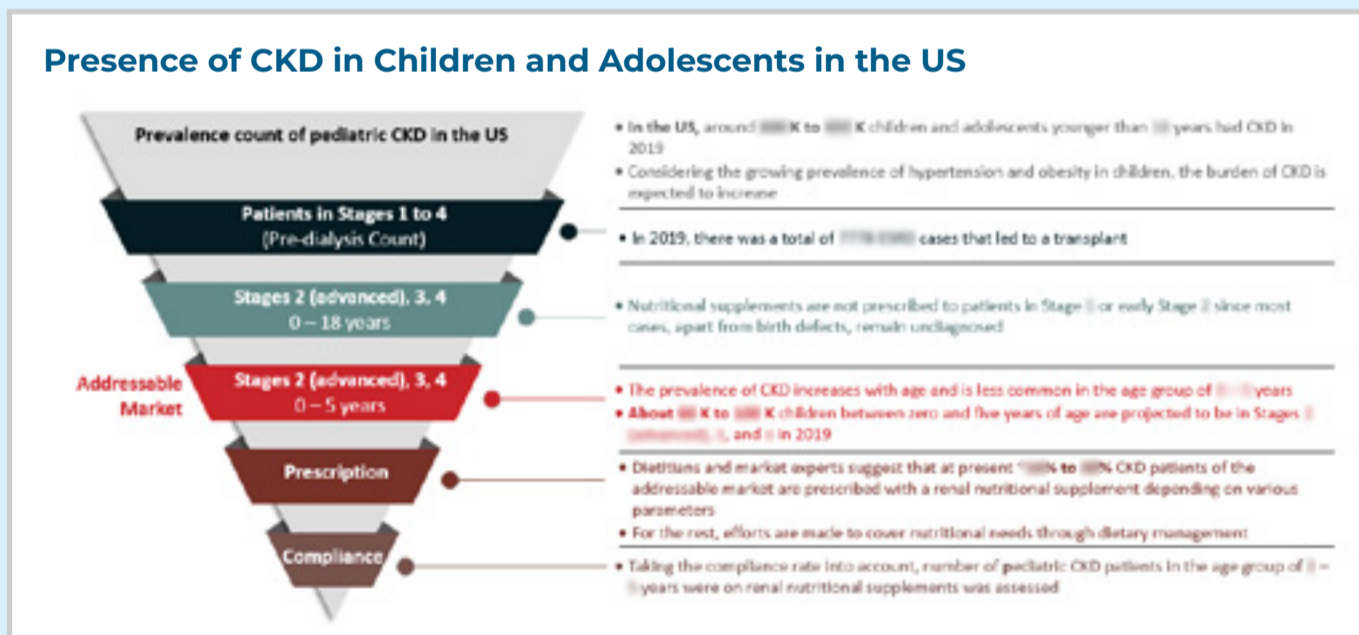
Results delivered

Netscribes delivered a detailed report that provided insights into the following:

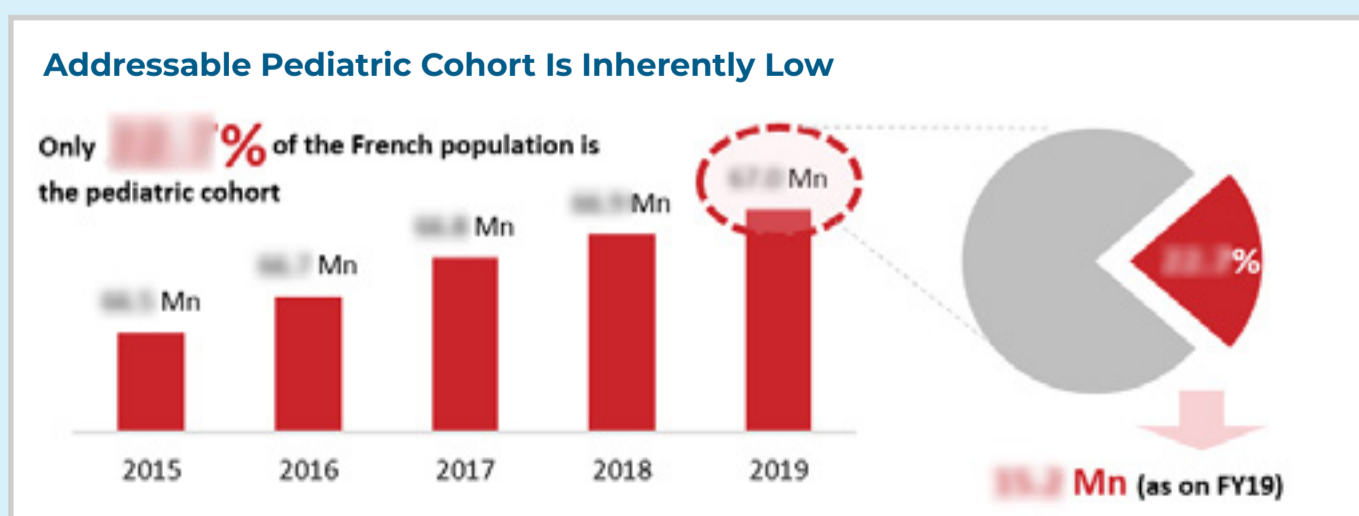
- **Market understanding for each location:** Including patient demographics, the regulatory pathways for infant formulae, reimbursement scenarios, and estimate sales, in volume and value.



- **Overview of the indication landscape:** Epidemiological data, alternative medications, such as renal nutritional supplements, market dynamics of treatment options, and competitive intelligence.



- **A future outlook:** Key statistics in terms of market share, possible growth spikes, and the target countries' market base.





Benefits

As a result of these insights, our client gained a comprehensive understanding of the markets they intended to enter and was able to plan meetings with influencers to increase patient access. Consequently, they were able to identify the new goods that will generate significant sales in the future, and prioritize their strategy accordingly.

Find new avenues to capitalize on your industry strengths and meet your strategic needs for effective decision-making with [Netscribes market intelligence](https://www.netscribes.com)

[Contact us](#)



Proprietary and Confidential, Copyright © Netscribes, Inc. All Rights Reserved.
The content of this document is confidential and meant for the review of the recipient only.

www.netscribes.com

