

CASE STUDY 2



CHALLENGE

A global analytic solution provider for life science research and clinical diagnostic products needed to have an overview of South-East-Asia Biopharma Market. They were looking to further their understanding on the market growth and opportunities within the ASEAN region. The client also needed to analyze the Biopharma market limitations, COVID-19 impact on product purchasing, key highlights from the market players.

SOLUTION

The client leveraged our primary research market intelligence services to understand the Biopharma organizations through survey and in-depth analysis on expert sentiments in individual geographies.



PRIMARY
RESEARCH
MARKET
INTELLIGENCE
SERVICES

IMPACT

IMAPAC's services helped the client to penetrate into the ASEAN Biopharma market overview, identify potential leads and analyze gaps in the market.