



SECTOR: MEDTECH

## Background

Market Suitability Assessment for a UK Based Disposable Surgical Product Company. The suitability assessment evaluates the current opportunities for imported surgical disposables and overview of end customer requirements

## Client Objective

Market suitability evaluation for disposable surgical products including surgical instruments and consumables. Market size estimation for disposable surgical products in India vis-à-vis the imported disposable products

## T&A Approach & Scope of Work

### Market Intelligence

- T&A conducted a primary survey to understand the potential and end customer usage of disposable surgical products in India
- In-depth interviews with key stakeholders including leading private hospitals, diagnostic centres, Healthcare importers and Surgeons (from top Private Hospitals) were undertaken in order to establish the potential of disposable surgical products in India
- A time series analysis of imported products in the segment and estimation of approximate market size for Disposable surgical products was conducted

## Outcome

- Market Suitability advisory report, which included recommendations for India entry, key challenges in the product segment and an estimation of the India Market size