

# Market Segmentation Analysis of the Global Pharmaceutical Sachet Market: Infiniti's Client Engagement for a Global Packaging Company

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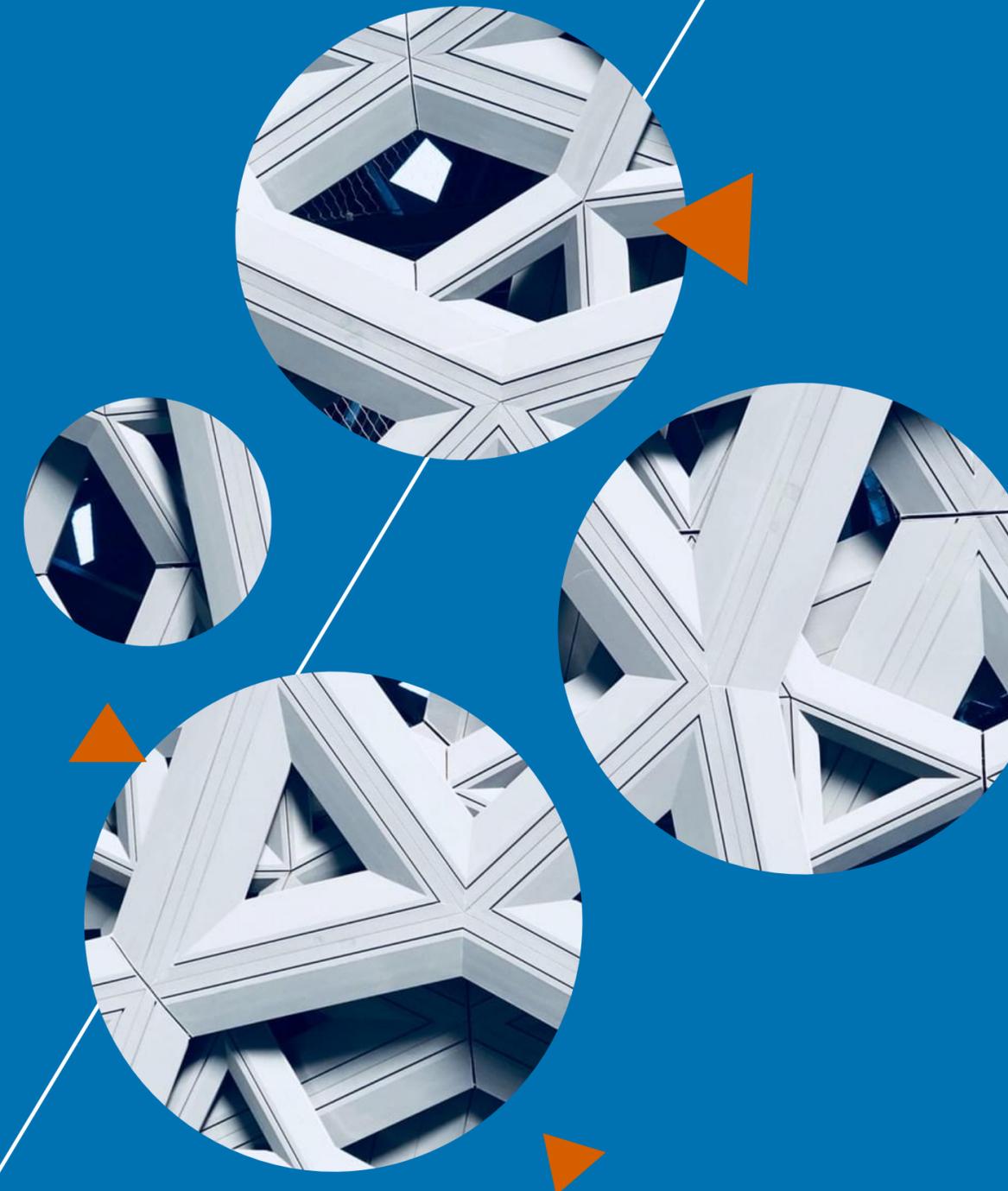
INFINITI RESEARCH



# INTRODUCTION

Pharmaceutical sachets are custom engineered packaging with high oxygen and moisture barrier properties that are paramount to protect pharma products and medicines. Sachets have set off to become highly favored for pharmaceutical packaging as it meets the demands of consumers and manufacturers alike. Changing consumer preferences for more diverse choice in terms of functionality, quality, and prices of packaging for products is leading to growth in demand for sachets for pharmaceutical products. Notably, sachets are being adopted globally to increase the penetration of OTC drugs by many drug manufacturing companies; wherein they are mainly used as a solution to cater to the demand for single-dose pack sizes for product and sampling purposes in many emerging economies in the APAC region.

While consumers appreciate the convenience, sachets bring to their active lives, pharma manufacturers understand that this convenience and dose accuracy lead to improved consumer compliance. Notably, sachet packaging also offers extended shelf life and flavor retention, easier to open and pour especially for formulas mixed in food or liquid and provides large marketing surface for branded or educational messages. As the use of sachet in the pharma sector burgeons, packaging companies must keep abreast of innovations that boost productivity and safety while keeping costs at minimal rates to thrive.



# Engagement overview

Our client is an international packaging company based out of the EMEA region. As the demand for pharmaceutical sachet packaging was growing rapidly in the US and Middle East Asia, the company wanted to leverage market opportunities for pharmaceutical sachets in these regions. As such, they wanted to gain deeper understanding of the key market factors boosting demand across countries in these regions and accurately gauge market trends in the pharmaceutical sachet packaging.

The client also wanted to analyze the competitive landscape across different regions including APAC, EMEA, and North America in the pharmaceutical sachet market, and identify competitor strengths, strategies, and innovations used to promote the sale and distribution of pharmaceutical sachets.

Experts at Infiniti were tasked with helping the client to meet these objectives over the engagement span of eleven weeks. Through the engagement, the client successfully actioned their plans of market expansion, meticulously invested resources into profitable segments of pharmaceutical sachets market and entered into a strategic partnership with a multinational pharma manufacturer as their key pharmaceutical sachet supplier.



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# Infiniti's Approach

The engagement took the course of a sequential approach that involves three key phases:

- **Planning, Initiating, and Source Identification**
- **Primary Research-based Data Aggregation**
- **Analysis of Data to develop Insights & Recommendations**

Infiniti's market segmentation analysis experts addressed the client's challenge to understand key areas of focus in the pharmaceutical sachet market. The market segmentation study covered an in-depth analysis of the global pharmaceutical sachet market based on the different types and regions. The information gauged through this would help the client identify the most profitable segments and trends in pharmaceutical sachets across critical growth regions such as APAC and North America and also identify ideal segments to invest into.

An in-depth competitor analysis also highlighted key competitor strategies in different markets and their strengths, and the types of pharma sachet packaging products offered in different markets. The client leveraged these insights to analyze and determine their competitive strategies, identify competitor gaps, and capitalize on effective strategies to garner more significant market growth.



## Key Recommendations



As providing low-cost solutions would give the client a competitive edge in new markets, experts at Infiniti recommended the client to establish manufacturing units critical low-cost locations in APAC and Eastern Europe that offer low labor and production costs. With low infrastructure and manufacturing costs incurred, the client would be able to price their pharmaceutical sachets at highly competitive rates and effectively endure cut-throat competition.



Experts at Infiniti also recommended that the client should invest in pharmaceutical sachets that are sustainable. Although flexible plastic still dominates the sachet packaging market globally, the focus on bio-based plastic such as Bio-PET, Polylactic acid (PLA) is gaining more popularity.



Pharmaceutical packaging experts at Infiniti observed that several drug manufacturers are keen on introducing their OTC products in sachets to facilitate easy market access and increased market penetration. It also allows them to reach out to consumers at lower price points. As such, they recommended the client to partner with key drug manufacturers in the target regions to offer such packaging solutions.

*Want more insights into the recommendations to the client given by our industry experts? [Contact Us](#)*



*To access the complete engagement with detailed market insights and industry data*

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## Business Impact

The market segmentation analysis helped the client garner region-specific insights into the key trends and innovations in the pharmaceutical sachet market. Other business outcomes obtained by the client include:

1. Identified and invested in the most profitable types of pharmaceutical sachets that were in high demand in target markets
2. Partnered with a packaging plant in the APAC region to produce and distribute low-cost packaging solutions. This, in turn, also helped the company save €1 million in production costs each year.
3. Recorded an increase in the sale of pharmaceutical sachets by over 15% within six months.
4. Entered into a strategic partnership with a top pharmaceutical drug manufacturer to cater to packaging requirements for product categories to be sold in sachets. As the partnership benefited the pharmaceutical manufacturer in terms of cost and the design efficiency of the packaging, they signed a five-year contract with the client.

# ABOUT INFINITI

Infiniti Research is a leading provider of actionable market intelligence and advisory solutions that help global organizations in entering, competing and capturing maximum market potential. Our experienced market researchers follow highly tailored and proven methodologies to support clients with succinct answers for business decisions in areas including Market Opportunity Assessment, Emerging Market Planning, Benchmarking, Value-Channel Analysis and Customer Segmentation.

With a team of 500+ researchers spread across four continents we are able to understand diversity in local behavior and business environment, overcome language complexities, proactively identify complex multi-level regulatory issues, and obtain high quality information on private companies. By using Infiniti as your research partner, you can supplement and augment your internal resources on a flexible basis, increase the productivity of your team, and simultaneously cut costs.

Our researchers have extensive experience in deep dive custom research and consulting assignments for over 100 Fortune 500 companies and numerous small and medium-sized companies across several industry verticals.

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