



US Precision Medicine Market: Market Assessment and Regulatory Landscape Study for a Biospecimen Exporter

A CASE STUDY

Target Market: Personalized/Precision Medicine | Region under focus: United States and India | Key Focus Area: Immunology and Oncology

In a span of twelve-weeks the client, a biospecimen exporter, successfully positioned themselves as a leading provider of healthy and diseased samples for pre-clinical and clinical trials and precision market research in the US biopharma industry with market assessment solutions.

Engagement Scope

The client sought to be a leader in providing samples from India, utilized for clinical trials for precision medicine research in the US biopharmaceutical and biotech industry. To support their initiative, they partnered with Infiniti Research to leverage a market research study to and develop insights on the Precision and Medicine Research Industry in the US, as well as the Regulatory Considerations and Landscape for the export of biospecimens for commercial purposes in India. The twelve-week project included the following in its broad scope:

- ✓ An Overview of the Precision Medicine Industry in the United States, including a segment outlook.
- ✓ In-depth details of the competitive landscape in the US precision medicine industry.
- ✓ An understanding of the regulatory and competitive landscape of biospecimen export in India.

Get comprehensive insights into this engagement



GET MORE INFO



Experts at Infiniti Research expect the precision medicine market to grow exponentially over the next 6 years. RFP from our industry experts to capitalize on lucrative opportunities and stay ahead of the curve.



Request FREE proposal

US Precision Medicine Market Overview

The Precision Medicine Market in the US is expected to see major market growth by the year 2026. According to experts at Infiniti Research, the key market drivers leading to this exponential growth of the precision medicine market in the US will include the following:



Clinical Laboratories Governing the Markets: Clinical laboratories play a highly significant role in the market, and the positive results procured from beneficial findings in precise therapy is expected to majorly drive the market growth.

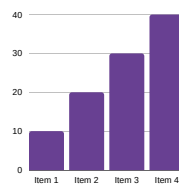


Investment and Innovation: Investment is increasing in the precise medicine market in the US and increased use of government grants, innovation of cutting-edge methods, and a supportive legal environment are all factors influencing the growth of this market positively.



Advancements in Technology: As precision medicine allows for highly precise tailoring of testing and avoids issues that arise from blanket cures for precise illnesses, it is being highly acclaimed.

MARKET INSIGHTS



Precision Medicine Market is forecasted to see a CAGR of approximately 12% by 2026.



Precision medicine is also believed to reduce the cost of treatment by reducing inapt treatment plans.



Positive results from precision medicine has led to an increase in demand, making one-size-fits all medication questionable.



Innovation and technology are improving the healthcare industry, as well as the precision medicine industry majorly.



Advancements in oncology have led to a high demand for precision medicine.



Our approach

Infiniti Research proposed a combination of detailed secondary research and in-depth primary research, through analysis of various publications, and telephonic interviews, respectively. The priority focus being to understand the Precision Medicine and Research Industry in the United States.

The primary research involved 120-130 semi-structured telephonic interviews with Biobank Assistants, Bio Sample Research Experts, Immunogenicity Experts, Clinical Research Program Managers, Pathology Executives, and other such industry experts.

Detailed secondary research included the compilation and analysis of data as presented in syndicate reports, publications, magazines, industry associations, blogs, and company websites. Infiniti's research experts proceeded towards the initial hypotheses' development, and further data collection specific to the target product categories.

Primary recommendations

Through a comprehensive market assessment study, Infiniti Research developed an in-depth analysis of the Precision Medicine and Research Industry in the United States. Leveraging this information, the experts then made the following key recommendations to the client:



Infiniti's experts forecasted exponential growth for the precision medicine market, and accordingly recommended long-term operational strategies that account for foreseeable market trends, and market growth challenges. Want in-depth custom market research data on the precision medicine market in the US? Request more information.



To effectively understand and maneuver the precision medicine market in the US, Infiniti recommended that the client acquire all required approvals in India, understand their competitors' pricing strategies using competitive intelligence solutions.



Based on the supply chain strategies of key market competitors, Infiniti recommended a cost-effective logistics and supply chain model to the client with reduced supply chain risks.



Based on in-depth data collection and research, Infiniti recommended the appropriate steps needed to gain the required regulatory approvals in India for biospecimen exporting, along with advisory on the various factors that would prevent successful implementation of the regulatory process.



Business impact

Infiniti's market assessment solutions provided the client with detailed insights into the precision medicine market in the US. Using Infiniti's competitive intelligence solutions, the research experts successfully assisted the client in developing an in-depth understanding of key competitors' strategies in terms of pricing strategies, transportation, and logistics. Also, Infiniti identified competitor offerings, and product/service gaps that the client can capitalize on. By leveraging market forecasting engagement, the client was advised on the expected growth of the market. The demand of the client's export in the US market was discussed in detail, informing them of trends such as the top 5 areas of diseased samples with high demand. The market was also segmented for better understanding of developing and executing strategies. It was segmented into three major categories – by sample type, by application, and by end user.

A profitability analysis was conducted to address and answer all potential questions to successfully establish the client's new venture, for the upcoming 5 years. Within the profitability analysis, an effective pricing strategy was developed based on price ranges garnered by other biospecimen suppliers for four categories of human sample types, i.e. peripheral blood mononuclear cells, biofluids, tissue in the form of biopsies, and nucleoid acids. For the regulatory approvals in India, the experts procured data on the approvals required, as well as factors further affecting or preventing the successful implementation of the venture.

Infiniti's recommendations assisted the client in procuring and implementing relevant data on competitors and trends in the precision medicine market. The experts also provided an elaborate list of potential clients, companies, and procurement departments, and the type of contract or engagement preferred by biospecimen aggregators which helped the client establish a strong foothold in the market.

Get in touch with an industry expert for similar market assessment solutions for your business.



[CONTACT US](#)