

Market assessment across key emerging markets

Project background

- ◊ GemSeek developed a market, sales, installed base & pricing modeling methodology for 7 countries (BRIC, Indonesia, Thailand, Poland) for a leading large cap healthcare equipment manufacturer

GemSeek's role

- ◊ We created one consolidated tool based on all available sources per market containing market size and forecasts. The tool contained references to customer and 3rd party databases, analytical & reporting solutions for 14 different businesses for 7 different countries

Project details

Market Model Components & Outputs:

- ◊ Market volume
- ◊ Value
- ◊ Regulatory Environment
- ◊ Sales
- ◊ Average price
- ◊ Sub-segment size
- ◊ Competitive shares
- ◊ Short and long-term forecasts including key drivers analysis

