

# Nebulizers Market Sizing

## THE CHALLENGE

Our client, a Respiratory Care provider, was committed to sustain growth on its key markets (USA, Germany, Belgium, Russia and Brazil), but was lacking important information - trends, drivers, competitors' performance, nebulizer usage, current market size and forecast, etc.

## OUR SOLUTION

GemSeek combined and cleansed data from various sources, including execution of primary research with patients, pharmacist and physicians, existing data from our client (sales data, CRM, competitive intel, etc.) and publicly available reports. Our Data Science Dept used the data to build an advanced market sizing and forecasting model providing market volume, shares, growth, channels allowing to run different scenarios for the future.

## THE RESULTS

The forecasting model together with the usage and prescription insights were used by our client marketing and sales teams to craft market and product (compressor/jet, ultrasonic and mesh) specific strategy. The successful strategy implementation helped our client to become leader in the USA and Brazil and closing the gap to the top competitor in Germany, Belgium and Russia.

