CASE STUDY

Evaluation of pricing strategy options across various markets in Europe and the Middle East

The challenge

Positioning a new product in a competitive market requires understanding how value drivers and reimbursement systems vary across diverse healthcare settings. Our client sought competitive pricing strategies for their innovative insulin product, across Eastern Europe and the Middle East

Our approach

- Assessed competitor products in each market, including insights into how starter pricing and premium pricing affected launches.
- Interviewed regional affiliates on the target product profiles, value drivers and pricing implications.
- Interviewed payers to validate research and gain decision-maker perspectives on the launch strategy.

How we made a difference

- Focused recommendations were made on the pricing strategies for each market which optimise the likelihood of launch securing market share ahead of competitors.

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