

IDENTIFYING MARKET OPPORTUNITIES FOR RESORBABLE BIOGLASS



A Biochemical Company

The Client was interested in expanding a product's applications to other medical markets such as orthobiologics, wound closure, biotextiles, plastic surgery, and women's health, and they were looking for market opportunities for this product with the shortest path to revenue to fuel their product development roadmap.



CHALLENGE

The Client engaged PreScouter in this Research Support Service Project to create a landscape analysis of potential markets for their resorbable material, focusing on US and European markets.



APPROACH

PreScouter reviewed public sources of information and proprietary databases to look for innovative and emerging companies. Applications and companies were quantitatively analyzed in a scoring matrix to rank opportunities for the Client team. To identify major markets, PreScouter collaborated with market research partners to obtain high-level market data across research areas. The team also interviewed Subject Matter Experts to identify promising future applications and markets for the resorbable bioglass.



OUTCOME

PreScouter identified **more than 80 resorbable technologies**, analyzed **104 clinical trials** and interviewed **16 Subject Matter Experts** to gain insights into which market would be the best fit for the Client's technology. Highlighted markets included orthopedics, craniomaxillofacial, fracture fixation, tissue repair, and wound healing applications. Additionally, PreScouter's analysis indicated that orthopedics, small bone fracture fixation, and craniomaxillofacial would present the shortest path to market for their resorbable biomaterial.