

IDENTIFYING INNOVATIVE AESTHETIC INJECTABLES FOR POTENTIAL ACQUISITION



A Global Innovator in Aesthetic and Medical Treatment Technologies

The Client was looking to expand the company's product portfolio and business beyond medical devices into the aesthetic injectable space. They came to PreScouter for help in understanding the market landscape of hyaluronic acid (HA) fillers and neurotoxins for both aesthetics and therapeutic use.



CHALLENGE

The goal of this Research Support Service Project was to provide the Client with a comprehensive overview of the injectable space and highlight key opportunities for entering markets in Asia, Europe, and/or North America.



APPROACH

PreScouter landscaped the injectables market by conducting secondary and primary research into established and emerging players. The PreScouter team then analyzed clinical trial data to generate a quantitative analysis that revealed the most frequently used clinical methods to assess aesthetic injectable efficacy in order to aid in the analysis of potential acquisition targets and partnerships. Additionally, PreScouter engaged a Subject Matter Expert to provide key insights into the market and innovation in this area.

Over the course of the project, PreScouter analyzed 88 injectable technologies from 70 companies and profiled 39 of them for the Client.



OUTCOME

PreScouter advised the client on which type of injectable to consider, emphasizing ease of application by clinicians at all experience levels. Additionally, several emerging companies were identified as potential providers of innovative solutions, none of which currently have major partnerships with established injectable companies.



IMPACT OF PRESCOUTER'S WORK: PreScouter's insights were presented to the CEO and C-suite members of the Client team, and the Client used the information to determine the next steps in their acquisition strategy.