

Case study | Medtech

Global HCIT market sizing study

Client objective

Develop a global market dashboard to track market size, growth, and shares for health care information technology in North America, South America, Europe, and Asia-Pacific.

01

Situation

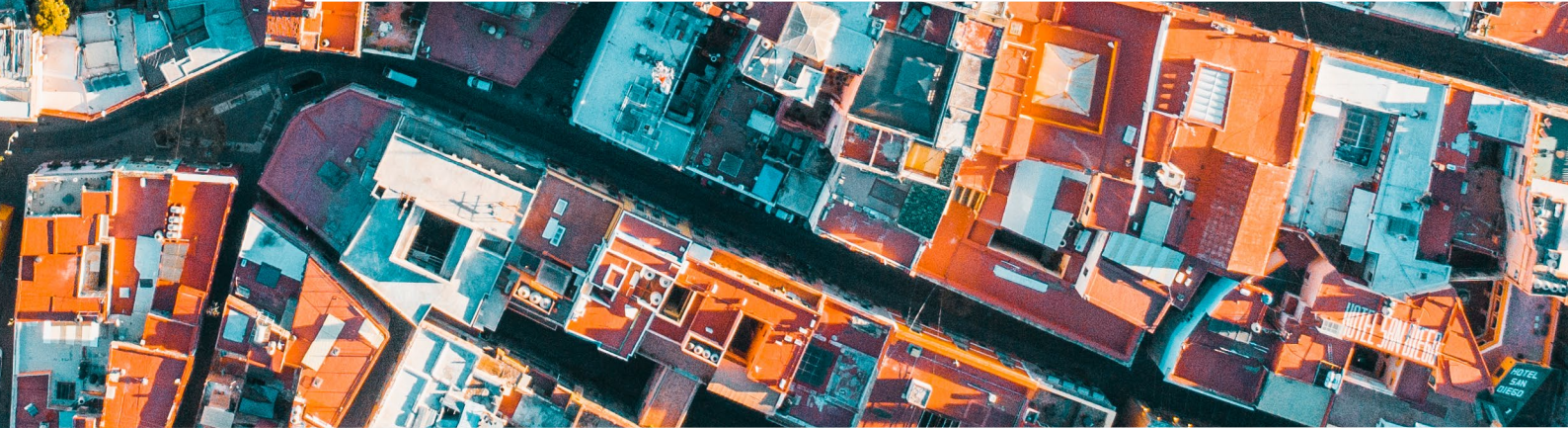
The client was seeking to:

- Evaluate the current market size for selected HCIT solutions, with respect to unit sales and market values
- Determine the market shares for the leading competitors in each region for each market segment
- Understand the qualitative factors driving and limiting market growth in each region

02

Approach

- Utilize in-house syndicated MRG data, combined with secondary research to extrapolate to global market size for each segment
- Survey hospital CIOs, physicians, and administrators to determine system adoption by country across various medical facility types and sizes, and determine shares for the leading competitors
- Cross-check sales and share data with client sales data and insight



03

Key Outputs

- Established market size and growth for each market segment globally
- Identified the key countries with growth opportunities for each market segment
- Determined underpenetrated facility types to target for future sales and growth

04

Outcomes

Client has utilized the dashboard to guide strategic planning and track sales growth by country relative to expected growth for each market.

We identified the key countries with growth opportunities for each market segment



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