



# AN ACTIVE PHARMACEUTICAL INGREDIENTS MARKET CLIENT GAINED 13% MARKET SHARE IN ITS NEW DRUG CATEGORY WITH MARKET LANDSCAPE ANALYSIS

## CASESTUDY

### BUSINESS CHALLENGE



To thoroughly analyze the market landscape and identify investment opportunities

### OUR APPROACH



Conducted 120-130 semi-structured telephone interviews with research specialists, analysts, and other market stakeholders

### BUSINESS OUTCOME



By partnering with Infiniti Research, the client was able to gain 13% market share in its new drug category within one year, generating \$4.8 million in savings

### INFINITI'S COVID-19 VALUE PROPOSITION

As the world continues to witness a global crisis of unprecedented scale due to the COVID-19 pandemic, professional advice, expertise, and timely intelligence are more critical now than ever before for business leaders across the globe.

*Infiniti offers a variety of COVID-19 support solutions to help clients in the active pharmaceutical ingredients market to prepare for the rebound, gain agility, and ensure rapid response.*

[LEARN MORE](#)