



Competitive Landscape Analysis

Can you be sure you've left no stone unturned?

Analysing your competitive landscape is crucial to long-term success. However, it is a colossal task, with a multitude of data points, developments, and decisions for your team to track. And it is always evolving.

Evaluate's solutions cut through the layers of complexity, providing insight into your key indications, current developments, and the outlook for the future. Get to grips with risk, identify unmet needs, and better understand your growth drivers and product differentiators.





MAKE DATA AND INSIGHTS YOUR COMPETITIVE ADVANTAGE

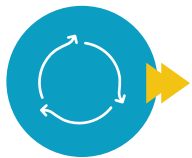
Analysing your competitors from multiple angles helps to identify market gaps and emerging threats. Equip your team to stay ahead, build informed valuations and strategies, and secure the long-term success of your investments.



Which new drugs are emerging in our therapy area, and how do they impact us?



What recent deals have been made, and on what terms?



What's the effect of past competition in our core therapy area?



What's the competitive landscape in our specific market segment or region, and how will future changes affect our drugs?

Gain invaluable insights and recommendations to optimise your resources and maximise your performance. Take the next step towards your success.

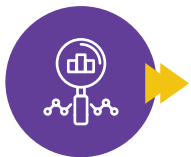
► THE CHALLENGE

Peeling back the layers of competition in your therapeutic area or drug class can be incredibly time-consuming. To track threats and spot gaps, your team must dissect complex datasets, consider the impact of high failure rates, and hunt for detailed epidemiology data that caters to all conceivable scenarios.



▶ HOW WE HELP

Analyse the pharma landscape through a lens that's specific to your therapeutic area or drug class. Discover key opportunities, plan the best points of entry for your investment, and adapt strategies to keep a competitive edge in response to market changes.



UNDERSTAND THE ENTIRE MARKET LANDSCAPE

Quickly generate a competitive landscape for both R&D and marketed products. This provides a more complete view of expected approval dates, current R&D costs, risk profiles, and product valuations (NPV). Gain insights on market trends such as shifts in patient preferences or demand.



CREATE A DETAILED OVERVIEW OF A TARGET COMPANY'S FOCUS AREA OR A SPECIFIC PIPELINE

Deepen your knowledge of the global competition in a therapy area. Assess present and future milestones of competing drug development programmes, identifying threats and opportunities for your specific target based on unique criteria.



DIG INTO A COMPANY'S DEAL HISTORY

Efficiently monitor competitors, market threats, and companies' financial data for quicker deal sourcing and due diligence. Maintain timely access to market trends and drug developments to inform your strategy, product development, licensing deals, and investment decisions.





▶ **OUR SOLUTION: EVALUATE FOR ANALYSING THE COMPETITIVE LANDSCAPE**

Getting a handle on all the forecasts, financials, and market dynamics that define your competitive landscape is crucial, but it is also time consuming and resource intensive. With Evaluate, it's easy to monitor competing companies and assets, relevant deals, emerging threats, and opportunities in detail.

Your commercial team can use Evaluate's powerful tools, data, and analysis to fully understand the evolving landscape – and your place within it.

Let us help you stay ahead of the pack. Discover why Evaluate is the trusted source for analysing the competitive market with confidence.



USE EVALUATE TO:

- ▶ Track the competition in your therapy areas of interest.
- ▶ Identify emerging drugs relevant to your strategic goals.
- ▶ Monitor new market entrants and evaluate their impact.
- ▶ Analyse historical competitive actions and their effects.
- ▶ Stay updated on deals and their terms.
- ▶ Forecast future market developments and their implications for your portfolio.



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Europe Drug
Forecasts

Japan Drug
Forecasts

We're here to help you succeed

Get in touch to discuss how to leverage our best-in-class market data for competitive analysis.

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