
Case Study

Market Sizing

Lasik Eye Surgery Medical Equipment

Client

Our client was a major European manufacturer of lasik eye surgery medical equipment (excimer laser devices) who was considering entering the Asia Pacific region. To assist in their strategic planning process they sought to conduct a study to determine to the current and forecast market size of lasik eye surgery medical equipment, specifically excimer laser devices, in terms of sales volume and value, across a selected number of countries in the region.

Geographic Scope

The Asia Pacific countries involved in the study included:

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|--------------|----------------|
| a) Australia | f) Malaysia |
| b) China | g) Singapore |
| c) Hong Kong | h) South Korea |
| d) India | i) Taiwan |
| e) Japan | j) Thailand |

Objectives

1. To determine the current and forecast (next 3 years) market size for lasik eye surgery procedures in each of the selected countries.
2. To determine the current and forecast (next 3 years) market size of excimer laser devices (main medical equipment device used in lasik eye surgery), in each of the selected countries, specifically in terms of:
 - a) Sales volume
 - b) Sales value
3. To identify the major brands of excimer laser devices sold in each of the selected countries and to determine the market share of each brand.

Methodology

Involved a combination of secondary and primary research to obtain the required information.

1. Secondary Research:

- Was initially undertaken in each country to gain an initial understanding of the market and to identify some of the major players involved in each country. It also assisted in enabling the identification of interviewees for primary research.
- Sources in each country included:
 - a) Government statistics
 - b) Trade statistics (import and export data)
 - c) Industry reports
 - d) Specialist sources subscribed to by IBI Partners
- Around 10% of the overall information was obtained through this stage.

2. Primary Research:

- Involved identifying appropriate organizations and individuals in each country to engage in in-depth, face-to-face interviews with our consultants and subsequently undertaking same.
- Organizations and individuals interviewed covered all participants involved in the industry in each country, including:
 - a) Competitors (manufacturers of excimer laser devices)
 - b) Importers/Wholesalers/Distributors of lasik eye surgery medical equipment

- c) Regulatory Organizations
- d) Industry Associations
- Around 90% of the overall information was obtained through this stage.

Results

- The project was completed in 5 weeks.
- All of the objectives were met, providing our client with reliable market information with which to decide which markets they should seek to enter.

Client Actions

- Our client subsequently decided to enter several of these countries in the Asia Pacific.
- IBI Partners were later engaged to conduct a detailed market entry study in 6 of the countries.
- Our client has now successfully entered China, Malaysia, South Korea, Taiwan and Thailand.

About IBI Partners

IBI Partners are one of the largest independent firms in the Asia Pacific specializing in business intelligence research and consulting.

Our expertise is on undertaking business-to-business research and consulting projects across the Asia Pacific region. We help our clients to understand the markets in which they operate and to assist in solving business and marketing problems, particularly those that are complex or unfamiliar.

We have specialist expertise in all the major industry sectors, enabling us to work in close partnership with our clients and provide individual solutions.

For more information on IBI Partners, please contact:

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