



Case Study – Medical garments

Market Sizing and Customer Dynamics Study on Disposable Surgical Gowns and Drapes

The challenge

A Japanese medical disposables manufacturer planned to expand its medical garments and drapes business in the Asia-Pacific by entering the India, Australia and New Zealand markets.

The objectives of the study were to assess the market size and potential of the surgical drapes and gowns industry, as well as to grasp the regulatory and customer dynamics. These findings would enable our client to achieve successful market penetration.





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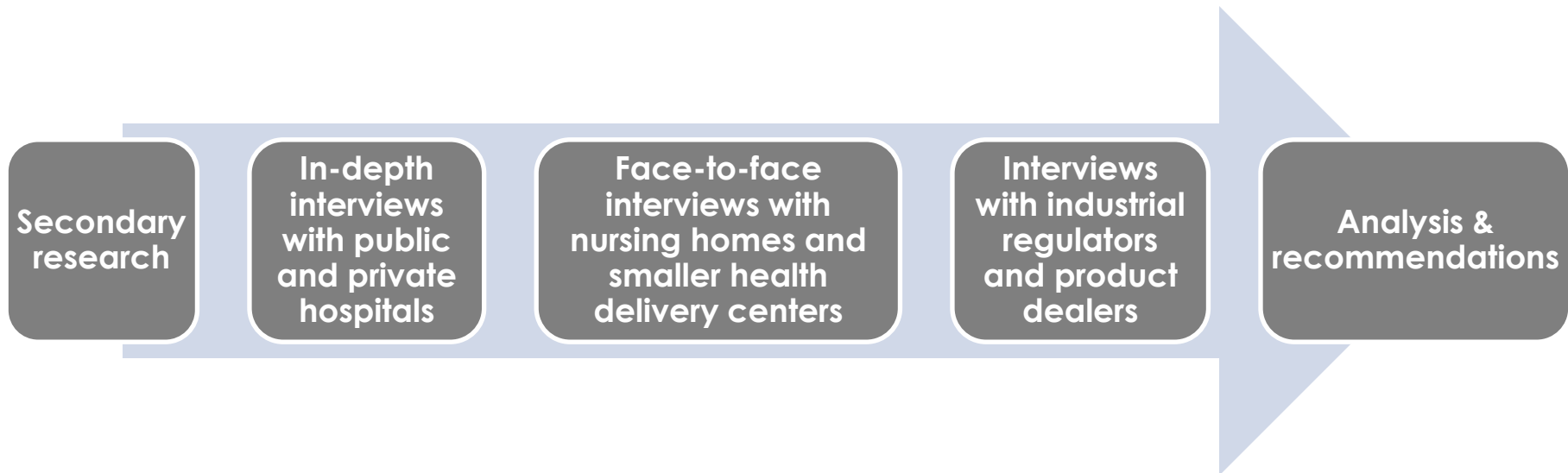
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The process

Spire undertook secondary research on the medical garment/drapes markets in India, Australia and New Zealand.

Our consultants then conducted three types of interviews:

- In-depth interviews with prominent public and private hospitals, targeting surgeons and purchasing managers in each market
- Face-to-face and telephone interviews with nursing homes and smaller health delivery centers where surgeries were also done
- Interviews with industry regulators and experts as well prominent dealers of these products





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The results

Our client used Spire's findings and recommendations to develop a comprehensive business plan for entry into the India, Australia and New Zealand markets.

Project deliverables included:

- Market sizing in units and value for gowns and drapes
- Breakdown by product categories (types of drapes and gowns)
- Customer decision making dynamics analysis
- Overview of local certification requirements
- Profiling of five major hospitals as potential customers in each country