

Evaluating investment opportunities in the US mobility aids market for a mid-market Private Equity firm



- Investment opportunity assessment
- Pre-M&A due diligence
- Competitive-intelligence gathering



Image by Frauke Riether; Source: Freepik

Business need

- A private equity investor focused on the North American lower mid-market segment was conducting commercial due diligence for a mobility solutions installation company.
- It wanted to assess the broader industry and its sub-sectors, evaluate the performance of equipment sellers and assess the competitive landscape of equipment installers.

To explore the attractiveness of the American mobility aids market and map out the competitive landscape.

The client outlined two key reasons for selecting RocSearch:

- Our proven M&A due diligence capabilities and flexible client-centric engagement models.
- Our wide exposure to conducting sector deep-dives in the North American market.

Approach & Methodology

- Our investment advisory team assessed the overall Mobility Aids & Equipment Installation Services market in the US. It covered current size and projections for selected segments such as walking aids, wheelchairs, stair lifts & climbing devices, mobility scooters, patient lifting equipment and bathroom assistive devices.

RocSearch shared insights on the addressable market, key trends and landscape of mobility equipment manufacturers and accessibility solution providers.



Image Source: Freepik

- We captured insights on market drivers & trends for the mobility equipment market in the US. We covered the key equipment manufacturers, offerings, distribution channels and major online retail platforms.
- We profiled the accessibility equipment solution providers and installers. We benchmarked their consulting, design and installation capabilities, along with the costs of the products and related services.
- As part of the M&A landscape, we analysed the precedent transactions involving the acquisition of mobility equipment manufacturers, mobility equipment dealers or accessibility solution providers.

Business outcomes

- The RocSearch team saved almost 150 hours for the client by evaluating the market and identifying potential targets for acquisition.
- The output equipped the client with an in-depth understanding of the industry and its sub-segments, which helped evaluate its investment attractiveness.

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About RocSearch

Founded in 1999, RocSearch has been a pioneer in empowering our clients to overcome challenges and realize their goals. Our strength is delivering research and advisory solutions through managed and dedicated teams that produce the expert intelligence our clients require to gain a true competitive advantage.

We draw on proven expertise to deliver consistent value across all types of business requirements: ranging from digitization and analysis of business, financial, or customer data to the provision of 'act-on' insights for the most challenging business problems.

Our longstanding client relationships bear testament to the enduring value we create, alongside our consistent reliability and absolute discretion. We take great pride that many of the brightest global companies rely on us to help them achieve top-line growth, operational efficiency and increased profitability.

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