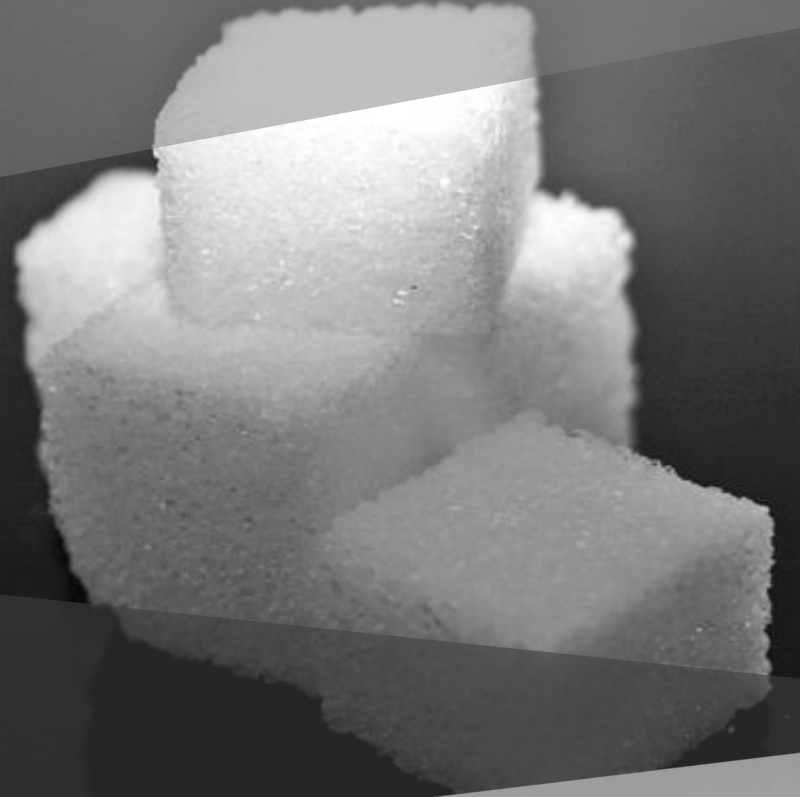


**Case Study**

**Pharma Grade Sugar Market Assessment in India**



# Case Study

## Pharma Grade Sugar Market Assessment in India



### About the Client



- A European trade body that partners with companies to provide support for market entry strategies

### Client Objectives / Goals



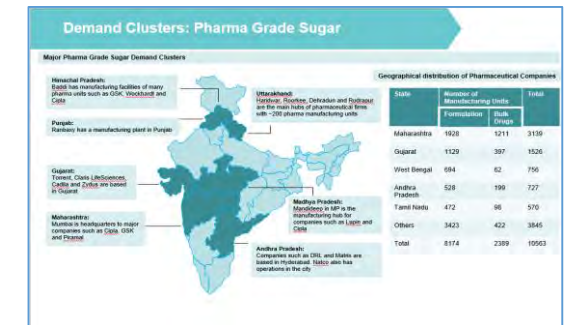
- The client wanted RoSearch to conduct an opportunity assessment for the pharma grade sugar market in India
- They also sought to evaluate the vendor selection criteria, buying process and price mechanism for the industry

### Approach and Methodology



- Conducted an analysis of respective brands to understand the market structure and product assortment
- Conducted field research and interviews with distributors and company key stakeholders to understand the value chain, regulatory landscape, vendor selection criteria, buying process and price mechanism for the industry
- Analysed the results from secondary research, and validated these basis the findings from expert/ B2B interviews
- Presented the findings to the client, along with key recommendations on mode of entry

### Sample Output



### Results / Value-add



The study helped the client in formulating its strategy for entering the Indian market