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How do we decide which  
market to focus on for  
new product development?

# How do we decide which market to focus on for new product development?

We helped our client build a deeper understanding of the market landscape of health benefit areas by demographic, market size and level of scientific evidence thus allowing them to focus on new product development areas of highest priority.

- Frameworks and heat maps were developed and used as tools to describe the landscape
- EU and US were prioritised as key growth markets
- Women's health and the menopause were selected as the areas of focus for product development

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