

# Assessing the liquid biopsy market to understand clinical unmet needs, technological advancement, the competitive landscape, and inform growth strategy of a global diagnostic client



## Client Challenge

The client, a global diagnostic company, wanted to understand the latest dynamics and evolution within the liquid biopsy (LBx) space, and sought KPMG's help in detailing of the technology landscape, clinical testing utilization and unmet needs, key competitive elements, and implications across the care continuum.

## Project Phases

**Defined the LBx market** by collecting and synthesizing secondary data to understand key strategic contexts, market headwinds/tailwinds, and technological trends

**Conducted external expert interviews** (e.g. oncologists, pathologists, cancer care specialists, payers, pharma executives, LBx company executives) to identify market sentiments, assess existing clinical unmet needs, evaluate LBx utility, and understand current limitations with LBx technologies

**Generated a comprehensive view of the LBx competitive landscape** by generating a LBx company database and identifying emerging and transformative LBx technologies, with associated funding and M&A details to evaluate latest deal trends in the space

**Developed strategic considerations** for entering the LBx market and detailed implications of evolving landscape relevant to client's portfolio and capabilities

## Outcome For The Client



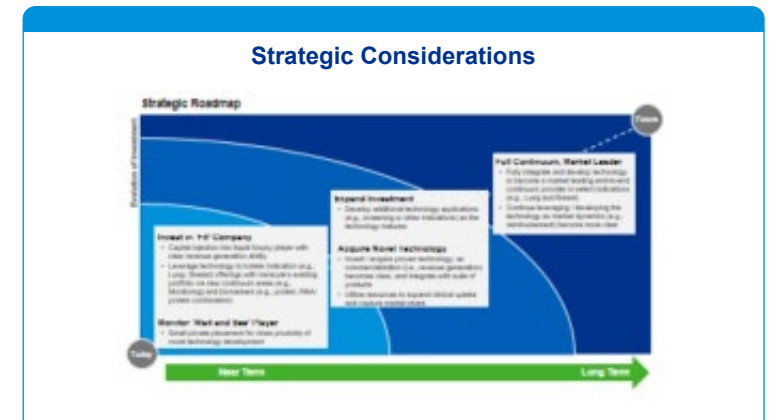
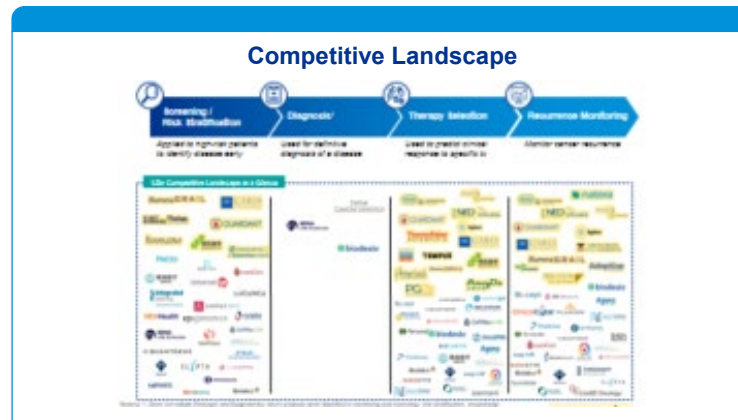
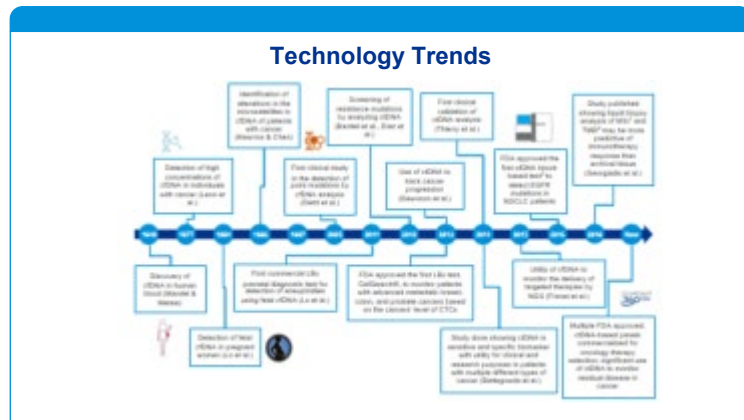
A deep understanding of clinical testing unmet needs in oncology care, market sentiments toward LBx, and limitations of current technologies that inform potential white space in the future



A comprehensive and detailed view of the LBx market, with key emerging technologies, unmet needs, and deal trends identified



A short to mid-term view on the LBx market, with specific emphasis on opportunities that can synergize with client's existing portfolio and capabilities



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