

Market Entry Assessment: \$150M Facial Bone Deformity Opportunity

THE SITUATION

J&J's MedTech division was evaluating entry into the facial bone deformity market — a segment estimated at \$150M. Before committing product development resources and go-to-market investment, leadership needed a clear-eyed view of the competitive landscape, customer needs, unmet clinical demand, and the most viable entry strategy.

WHAT WE DID

Researched market trends, competitive dynamics, clinical customer requirements, and regulatory considerations for the facial bone deformity segment. Synthesized findings into a structured market entry recommendation with supporting rationale for leadership decision-making.

OUTCOME

Delivered a market entry recommendation for the \$150M facial bone deformity segment, providing a clear analytical basis for leadership's investment decision.