

Commercial Due Diligence: Dental Product Market Study



Private Equity

Background

As part of diligence for a niche dental product, our Private Equity client wanted to better understand the size and penetrability of the market for dentists by region. The results were leveraged as input to formalize a Go-To-Market (GTM) approach following completion of the acquisition. Specific attention to purchasing criteria and competitor evaluations was a key outcome.

Approach

- Designed a **prospect and market analysis assessment with over 150 completed dentist interviews** across geographies and competitive providers.
- Modeled **likelihood to continue and key selection criteria to better understand stickiness of the supplier relationship** and quick-win business development opportunities.

Results

- Identified key competitors by market, region, and procedure type with **current state evaluations across a large set of prospective buyers**.
- Outlined **product quality, price, and availability considerations to increase penetration**, as well as the likelihood for a prospect to switch providers.