



Market Intelligence: Uses and how best to leverage for a NVI

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What is market intelligence?

Market intelligence can be described as *the result of collecting, analyzing and interpreting relevant information that effectively allows buyers to better understand the different market dynamics within an industry for a specific product or service, to make more accurate and optimal procurement decisions*

How can MI be leveraged to inform procurement decisions around NVIs?

- Understand and compare the different available products, presentations & formulations to choose the right vaccine for NIP
- Understand potential innovation needs and prospects in the market
- Inform the development of SMART objectives
- Decide on procurement modality and strategy
- Understand the country's position in the context of the global market
- Understand other players and the role of key stakeholders within the global market context
- Assess potential risks related to global availability or potential global shortages, as well as identify market opportunities

* Source: Cambridge Dictionary, 2022

Video of vaccine specificities

GLOBAL
VPPEF
2023



[Link](#) to Video



World Health
Organization



for every child

Understanding your **country's context** and the **global market landscape** will inform your **procurement strategy** and enable you to make appropriate decisions tailored to your country's needs.



Income level
& tiered
pricing impact



Production
level & impact
on cost



Product life
cycle & R&D
cost impacts



Procurement
channel &
product
options/prices



Multi-year
tendering &
potential cost
efficiencies



Legislation &
regulatory
considerations

Identify key components of market intelligence

Key questions to ask once you understand your context:

- ✓ What can market intelligence tell us?
- ✓ What should we be looking for?

Next, observe the key components of market intelligence:

- ✓ **Product options** (considering necessary lead times)
- ✓ **Supply availability** and perspectives in the short-mid-long term
- ✓ **Price**
- ✓ **Procurement mechanisms**





Results of leveraging market intelligence

- **Access to lower prices:** E.g. understanding the global pricing landscape and product options could influence your choice of product, increase your negotiating power and improve tender outcomes.
- **Potential access to alternative sources:** E.g. market intelligence can be leveraged to determine if alternative sources may be available for specific products that the country could access (optimization).
- **Ability to support decision makers:** E.g. leveraging market intelligence can allow procurement specialists to advocate with decision-makers on which products may be best for the NIP.
- **Planning timelines of the tender:** E.g. market intelligence can be used to inform the tender timelines, based on the market landscape and future pipeline product

Within your group, please discuss your experiences in using market intelligence in your country & share back one example in plenary that addresses:

1. What sources of information do you use to get both, the national and global overview of a given vaccine market?
2. What was the outcome ie did it help you meet your procurement objective(s) or did it create a challenge?
3. Highlight any challenges you have experienced in regards to accessing, using or interpreting market intelligence to inform your procurement planning.

1. **Group A**
 - a. eSwatini
 - b. Kosovo
 - c. Maldives
 - d. Palestine
2. **Group B**
 - a. Azerbaijan
 - b. Morocco
 - c. Sri Lanka
 - d. Tunisia
 - e. Vietnam
3. **Group C**
 - a. Bangladesh
 - b. Cote D'Ivoire
 - c. Ghana
 - d. Sao Tome And Principe
4. **Group D**
 - a. Lao PDR
 - b. Kenya
 - c. Nigeria
 - d. Uzbekistan



Questions and Discussion