

# IQVIA Brand & Portfolio Strategy

*Build strong brand strategies with clarity, confidence and precision across the product lifecycle*

IQVIA Brand & Portfolio Strategy helps life sciences organizations make better decisions across launch and in-market phases. By bringing together market intelligence, primary research, analytics and deep therapeutic expertise, IQVIA helps teams understand opportunity, anticipate change, and focus investment where it will drive the greatest impact.



## See the full market

Comprehensive pharmaceutical market coverage in **95+ countries**



## Track what's coming

**500K pipeline projects** continuously monitored to prepare for competitive shifts



## Model what's next

10-year, brand-level forecasts across **600+ therapeutic areas**

## How IQVIA helps

### Market insights

Planning with confidence requires a forward-looking view of market scenarios, not a single-point estimate. IQVIA helps organizations understand market conditions by translating complex dynamics into practical, decision-ready scenarios. Grounded in competitive visibility across more than 1.8 million products, these scenarios help teams stay ahead of market shifts and align strategy and resources to likely growth paths and key drivers, rather than relying on static assumptions.

### Commercial forecasting

Forecasting is most valuable when it clarifies what could change and what those changes would mean for the brand. IQVIA combines brand-level forecasts with in-depth country perspectives to support investment decisions, launch planning and portfolio management. Scenario-based outputs help teams compare strategic options, quantify the impact of key drivers, and align resources around the choices most likely to shape performance over time.

### Pricing

A robust pricing strategy is central to maximizing brand value across the product lifecycle. IQVIA supports pricing decision-making through an integrated global workspace for governance, scenario testing and launch sequencing. With an up-to-date view of the pricing landscape and the ability to rapidly evaluate pricing and launch sequencing options, teams can anticipate downstream impacts and strengthen confidence in pricing decisions.



## Primary market research

Brand strategy will become stronger with primary market research, as it will reveal the drivers behind stakeholder choices, including perceptions, behaviors and unmet needs. Tailored qualitative and quantitative research helps brands refine positioning, test value propositions and assess end-to-end messaging relevance. When combined with broader market and performance data, these insights provide critical context to validate strategic assumptions, sharpen differentiation and track the impact of brand decisions over time.

## Performance analytics

Performance analytics is how brand teams move from hindsight to leading indicators and action. IQVIA applies performance analytics across commercial and real-world data to track market success, detect early signals of access friction or competitive displacement, and refine strategy. By integrating large-scale healthcare datasets — including claims, prescriptions and electronic health records — we help teams understand treated patient volumes, segment diagnosed populations, and identify where to intervene to protect and grow brand performance.

## Lifecycle management

Optimal lifecycle management requires strategies that adapt as markets shift from launch through maturity. IQVIA connects market insights, forecasting, pricing, primary research and performance analytics to support decisions from pre-launch planning through in-market optimization.

**Launch brands:** Maximize launch precision, speed and impact to optimize brand value. Connect strategy, evidence, engagement and performance measurement to drive stronger day-one readiness and sustained results.

**Established brands:** Identify growth opportunities, optimize commercial operations, and respond quickly to in-market shifts to protect and extend performance.

This connected, lifecycle-driven approach keeps strategy relevant and resilient, supporting sustained brand performance and long-term impact.

## All supported by IQVIA AI

AI strengthens brand and portfolio decisions by synthesizing market data, research findings and performance signals into clear strategic direction. Building on IQVIA's data foundation, AI helps teams prioritize opportunities faster, refine access strategies, react quickly to market shifts, and improve decision consistency.

*Turn siloed market views into unified, decision-ready insights across the brand lifecycle through high-quality market insights.*



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