
Background

In 2022, a **Tellusant** client was evaluating a multi-country acquisition of a health products company in Latin America and beyond.

Approach

Over 3 months, **Tellusant's** role (among several advisors) was to predict the market outlook in 17 countries by category and price segment.

Predictions are based on understanding macro context (socioeconomic conditions, economic risk, etc.) and market structure (brand power, consumer preferences, etc.), as well as a forecast model.

We used **TelluBase** and **PoluSim** as the backbone for making 10-year predictions with a base case and various scenarios.

Outcome

The market attractiveness was middling, and the potential \$5 billion acquisition was abandoned.
