

Trends analysis

Data-driven analysis of industry trends to validate opportunities and guide portfolio strategy.

↗ The challenge

Clarity is essential to validate opportunities, anticipate market direction, and keep strategy aligned with real-world dynamics.

Teams often struggle with:



Rapidly evolving industry trends that increasingly shape strategy and investment decisions



Limited visibility into how science, competition, and capital are shifting across the landscape



Portfolio and growth decisions driven by outdated, fragmented, or incomplete perspectives



↗ The result?

Strategic and investment choices fail to translate into sustained growth.

Book a consultation:

evaluate.com/consulting/portfolio-strategy-and-analysis-consulting/

Our solution: Trends analysis advisory

Evaluate Advisory delivers evidence-led trend analysis to support confident portfolio, investment, and strategic decisions.

- Focused analysis of defined industry trends using Norstella data and custom segmentation
- Clear view of historic patterns and forward outlooks, supported by targeted secondary research
- Objective insights translating trend signals into actionable strategic implications

Quarterly refreshes ensure your strategy keeps pace with market change.

We provide:

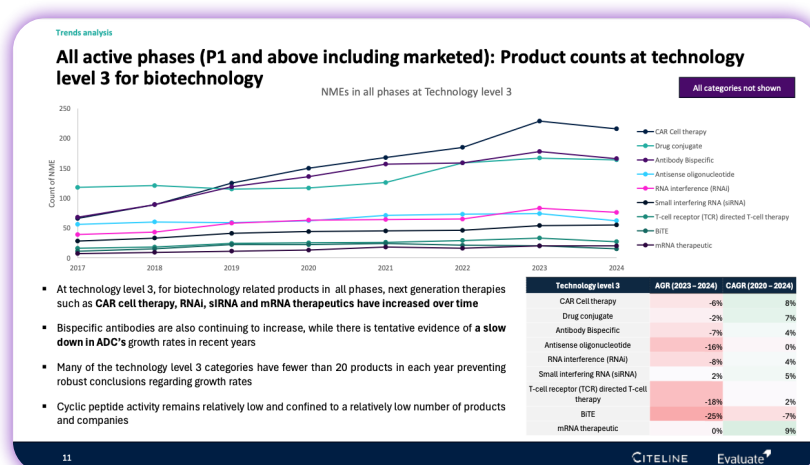
Strategic market trends assessment

- Focused analysis of trends across deals, trials, modalities, and investment activity, highlighting key themes and inflection points
- Clear strategic interpretation showing where momentum and capital are shifting, delivered in a concise, decision-ready insights deck

or

Ongoing trends monitoring

- Quarterly updates to track material changes, emerging signals, and competitive shifts over time to ensure strategy adapts as the market evolves
- Optional expert validation via targeted KOL, payer, or industry interviews



Questions we help to answer:

- What do investment, deal, or development trends look like in this space?
- Where is activity most concentrated, and how is it shifting over time?
- Which trends should we anticipate and act on ahead of competitors?
- Where should we focus portfolio, investment, or strategic effort, and where should we avoid?
- Who are the key players shaping the trend today and tomorrow?
- What risks or opportunities might we miss without an independent view?

WHY PARTNER WITH EVALUATE ADVISORY?



Experienced consultants with deep cross-modality, cross-disease expertise



Rapid access to trusted data and expert interpretation to deliver clear, defensible trend narratives



Outputs designed to support portfolio strategy, investment decisions, BD discussions, and policy planning



Objective, market-wide trend insight grounded in Norstella's integrated data ecosystem

Whether you need to validate an emerging trend, understand where capital and innovation are moving, or ensure your portfolio strategy stays ahead of market change, our consultants help you turn complex trend signals into clear, actionable direction, connect with us to keep your strategy aligned with where the market is heading next.

[Speak to an expert](#)