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What is market intelligence (MI) and how to use it?

MI is information about customer demand, competitors' products, etc. in a particular market that a company uses to help it decide what products to sell, what prices to charge, etc (Cambridge Dictionary, 2022).

It involves both primary research, i.e. collecting data through health and coverage surveys to inform demand forecast, and secondary research, i.e. reviewing published materials to inform procurement decisions.

There is a wealth of information available which can help understand not only country demand and estimated health impacts, but also manufacturing processes and constraints, product options, prices and access channels. MI informs tender and negotiation strategies and in turn can improve procurement outcomes.

Leveraging MI for procurement decisions around NVIs allows to

- 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.

Market intelligence key resources:

- [Immunization Analysis and Insights \(who.int\)](#)
- [UNICEF Vaccines Market Dashboard](#)
- [International Vaccine Access Center \(IVAC\)](#)
- [Immunization Agenda 2030](#)
- [UNICEF key supply markets dashboard](#)
- [UNICEF market notes and updates](#)
- [WHO's PQ information](#)
- [WHO MI4A Full Product List](#)
- [WHO's vaccine wastage calculator](#)
- [WHO's Country-led Assessment for Prioritization in Immunization \(CAPACITI\)](#)
- [UNICEF key supply markets dashboard](#)
- [UNICEF market notes and updates](#)
- [WHO Global Vaccine Market Report 2023](#)
- [MI4A Market Studies](#)
- [UNICEF Vaccine Industry Consultation \(VIC\) 2023](#)
- [UNICEF vaccine pricing data](#)
- [WHO's MI4A](#)

Understanding the country's context and global market landscape is key for the procurement strategy

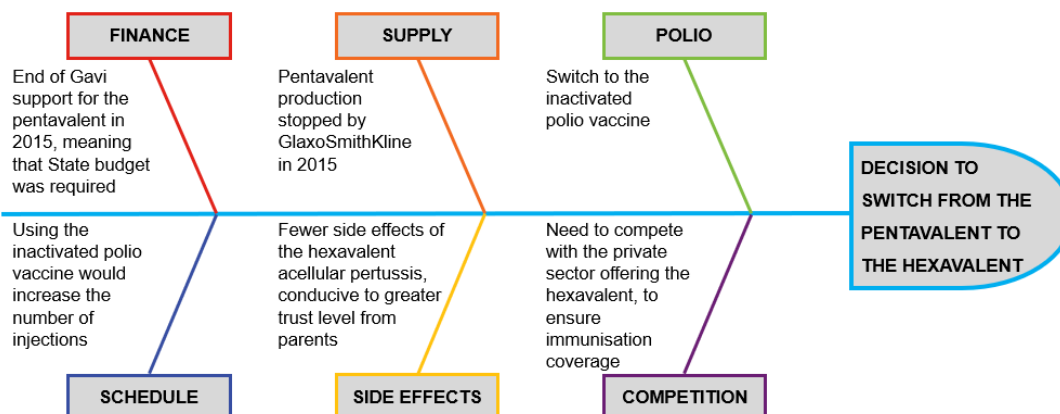


For additional resources:

- Market Intelligence Series:
 WEBINAR 1 – *What is market intelligence and how to build it?*
 ✓ [Recording](#)
 ✓ [Presentation EN, RU, FR](#)
- Q&A SERIES - *Discussion with Europe and Central Asia countries on how to leverage market intelligence for your vaccine procurement strategy*
 ✓ [EN, RU, FR](#)

MI IN PRACTICE – GEORGIA’S SWITCH TO THE HEXAVALENT VACCINE

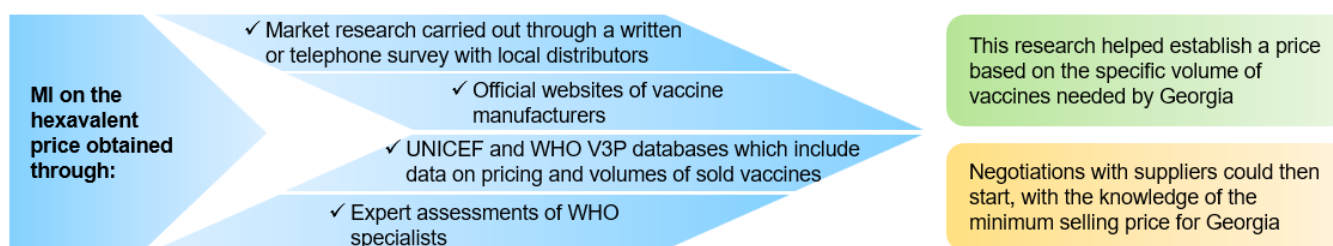
I) Context and reasons for the switch



II) Procurement challenges and best practice in Georgia

CHALLENGES	BEST PRACTICE
Small country with small volume of vaccine purchases and low level of interest from suppliers	Procurement based on an online system allowing bidders from any country to take part in tenders
Small number of registered vaccines in the country, which creates a barrier for suppliers to take part in tenders	Bidders cannot see others' bids until the end of the tender, to prevent bid rigging and provide fair competition
Imbalance between the supply and demand for the hexavalent on international markets	Bidders may address questions and queries about technical matters at any stage of the tender process
The legal framework does not allow for joint procurement with neighbours	The bidder offering the lowest price and meeting the technical assignment's requirements wins
The legal framework does not provide insurance mechanisms allowing to sign contracts with more than one bidder	One-off import procedure for vaccines that are not registered in Georgia but authorised in countries with demanding NRA

III) What MI was used and what were the results?



IV) Changes in the hexavalent procurement strategy

- To attract more suppliers, Georgia increased the quantity of vaccines bought through multi-year purchases.
- They abolished the hexavalent registration, as it was already registered in countries with high-level of control.
- Thanks to the budget item for immunisation, Georgia used pre-payment which is very attractive for suppliers.
- They involved external experts and international organisations in justifying the financial needs.
- While the vaccine's price is in USD, Georgia fixed it in the national currency to protect it from exchange rates.
- Tender documentation was drafted in both Georgian and English.
- INCOTERM-2010 CIP condition is applied, meaning that customs clearance is shouldered by Georgia.

V) What were the outcomes?

- ✓ The hexavalent vaccine was purchased at a good price.
- ✓ Immunisation coverage has increased.
- ✓ There has been no change in the hexavalent price since 2015.
- ✓ Vaccines are delivered without any delay.
- ✓ The successful experience with the hexavalent procurement is used for other vaccines.