

How to Battle the Big Squeeze

Navigating demand and margin pressures to improve your brand performance

Demand and margin pressures, otherwise known as the big squeeze, can have a huge impact on your business, operations, and strategic decision making. The COVID-19 pandemic has added further pressure to these already challenging market dynamics. To support you in this rapidly evolving landscape, IQVIA is equipped with the expertise and techniques to help you battle the big squeeze.

Understanding the big squeeze

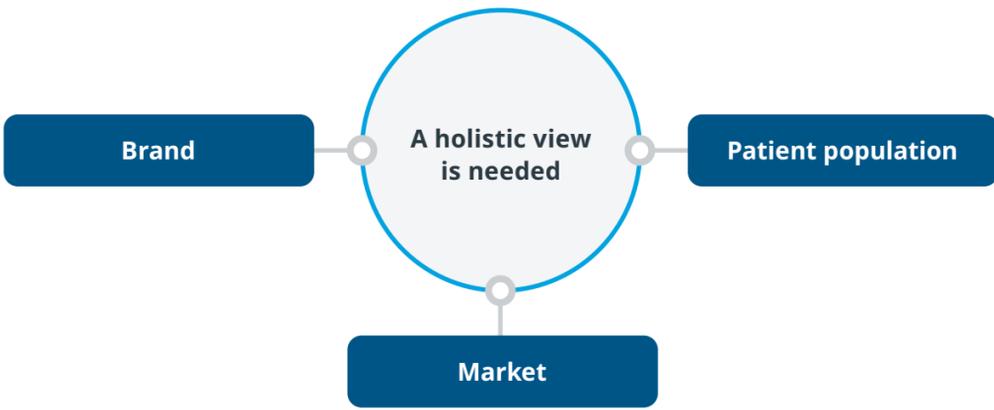
The first step to overcoming the big squeeze is having a clearer understanding of the pressures at play, so you can be better informed and prepared to battle them. Click on the icons to reveal more about each of the challenges.

Demand factors

Margin factors

Battling the big squeeze

Addressing demand and margin pressures can be difficult when many of the challenges are interrelated, and a decision on one side can impact another.



Click on the strategies below to reveal how IQVIA can support you in battling the big squeeze.

Be prepared with IQVIA as the big squeeze continues to grow

The pressures on demand and margin are mounting and will continue to have an impact on many stakeholders across the industry. IQVIA is well positioned to help you gain a better understanding of the pressures at play and apply the most up-to-date strategies to address them, so you can stay ahead of the game and protect your demand and margin.

To learn more about how IQVIA can help you battle the big squeeze, contact us today.

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