



High Performance Polymer Market Opportunity Assessment

Client	A leading global manufacturer and supplier of high performance polymers
Industry	Chemicals
Products	Polyethersulfone (PES) & Polyphenylsulfone (PPSU)

Background

- Client has developed a proprietary technology to manufacture polysulfone high performance polymers especially PES & PPSU, and sought to understand global business especially focusing on current and potential customers to formulate their business strategy

Key Business Questions

- What is global demand of PES & PPSU (both volume and value)? How the demand is segmented by various regions and end-use applications? What's the outlook in each end-use application including drivers & inhibitors?
- Who are major customers of these polymers per end-use application? What are their annual requirements of these polymers?
- Which are major competing high performance polymers in each end-use application? How polysulfone family compares with competing high performance polymers in each end-use application?

Engagement Scope

1	PES & PPSU Market Structure and Overview	2	In-Depth End-Use Application Analysis	3	Customer Landscape
	<ul style="list-style-type: none"> To develop understanding of value chain, market structure, key applications & their sub-applications and competing materials To established PES & PPSU market sizing & segmentation by geography by top-down market analysis 		<ul style="list-style-type: none"> To establish PES & PPSU market segmentation by major end-use applications, by bottom-up demand analysis To analyze market and technical drivers and inhibitors and established medium-term market forecast model for each major application To designed 2x2 matrix to identify high-growth end-use applications 		<ul style="list-style-type: none"> To build exhaustive potential customers universe To identify key potential customers, and obtain their pertinent information including where they use PES & PPSU, annual demand & outlook, pricing and so on

Research Methodology

Secondary Research

- Conducted desk research studying entities' websites, annual reports, press releases, etc.
- Referred paid data sources such as market research reports, association reports,

Primary Research

- 30+ interviews with senior executives from various functions across PES & PPSU component manufacturers.

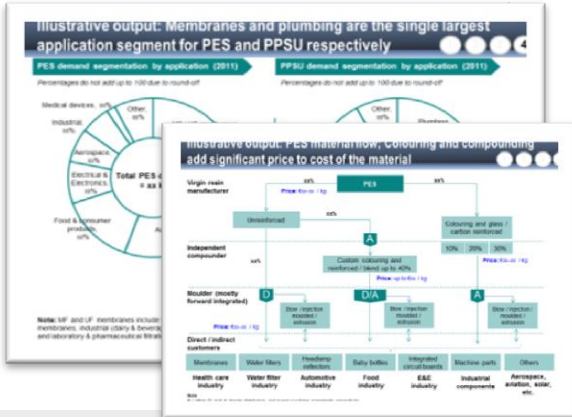
Benefits to Client

- In a declining market, FutureBridge was able to identify a few high growth areas with promising end-use applications
- FutureBridge identified 60+ Tier I and II PES & PPSU customers worldwide; 20-odd of them were evaluated to be right fit for the client
- In the course of evaluation, FutureBridge secured information on competitors & grade-wise pricing of different PES & PPSU brands.

Sample Analysis

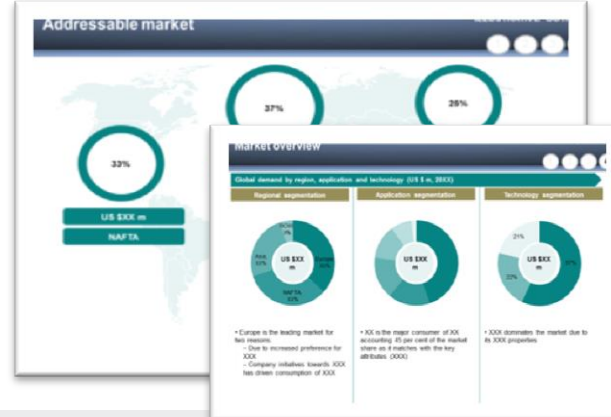
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PES & PPSU Market Structure and Overview



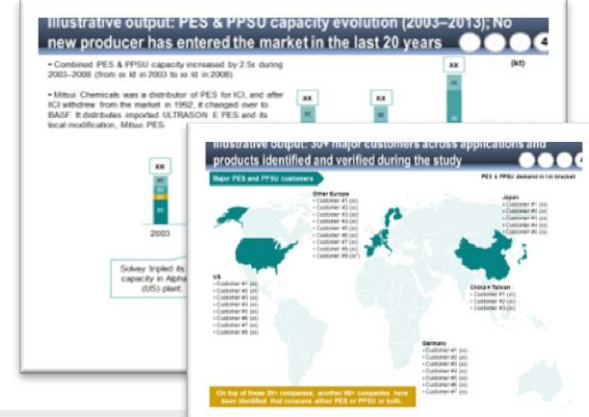
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In-Depth End-Use Application Analysis



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Customer Landscape



Thank you

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