Assessing The Pump Rental Market In Australia, Brazil And Europe



Engagement Scope	<ul> <li>How is the pump rental market structured? Who are the key players in each region?</li> <li>Which companies can be potential targets for acquisition by our client's pump rental team?</li> </ul>		
1 Market Demand Assessment	2 Market Structure & Key Player Evaluation	3 Potential Target Identification	4 Key Findings & Conclusion
Which applications have the most demand for rental pumps in the focus geographies? What is the size of the demand for pump rental in the focus regions? How is the market expected to grow in the future? What factors are likely to drive any changes in demand?	<ul> <li>What is the structure of the market in each region? What role is played by manufacturers, distributors and specialized service providers?</li> <li>Who are the key players in pump rentals in Australia, Brazil and Europe? What share of the market do they hold?</li> </ul>	<ul> <li>Which companies are potential targets for acquisition?</li> <li>How do they match-up to our client's requirements and parameters, including their presence in the market, offerings, focus market segments and ownership?</li> </ul>	<ul> <li>What is the overall market potential for pump rental in each country?</li> <li>Which companies can be looked as potential targets for acquisition in each region?</li> </ul>

## Context

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Europe-based manufacturer and supplier of process equipment

such as pumps, compressors,

boilers

Pump Rental

Industrial Pumps

Client

Industry

**Products** 

• Our client wanted to evaluate the industrial pumps rental market in Australia, Brazil and Europe in order to expand its pump rental business through acquisitions in these regions.

## **Our Key Business Questions**

What is the market demand for pump rental in the focus regions? How is it expected to grow in the future?

### **Research Methodology**

### Secondary Research

- Conducted desk research to gain an overall understanding of the market and competitive landscape.
- Researched industry association websites, industry journals, subscribed databases, portals, press releases and industry reports.

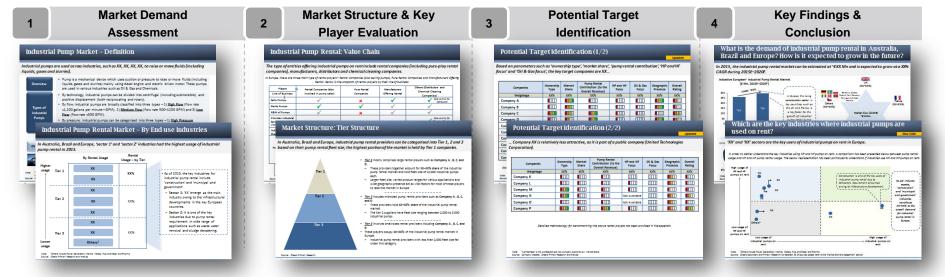
#### **Primary Research**

 150+ telephone interviews with pump rental companies, pump manufacturers, endusers/customers and industry experts.

### **Sample Analysis**

### **Benefits for Client**

- By providing a 360 degree view of the potential acquisition target companies including ownership type, fleet size, market share and geographical presence – we enabled our client to assess the pump rental market in detail and shortlist the potential players for acquisition in each region.
- Our client initiated the first acquisition within six months of receiving our report.



# Thank you

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