



Market Potential of Bio-based Copolyester in Hot-melt Adhesive

Case Study

Client	A leading global specialty chemicals company
Industry	Coating, adhesive, sealant, and elastomer (CASE)
Products	Bio-based co-polyester for hot-melt adhesive

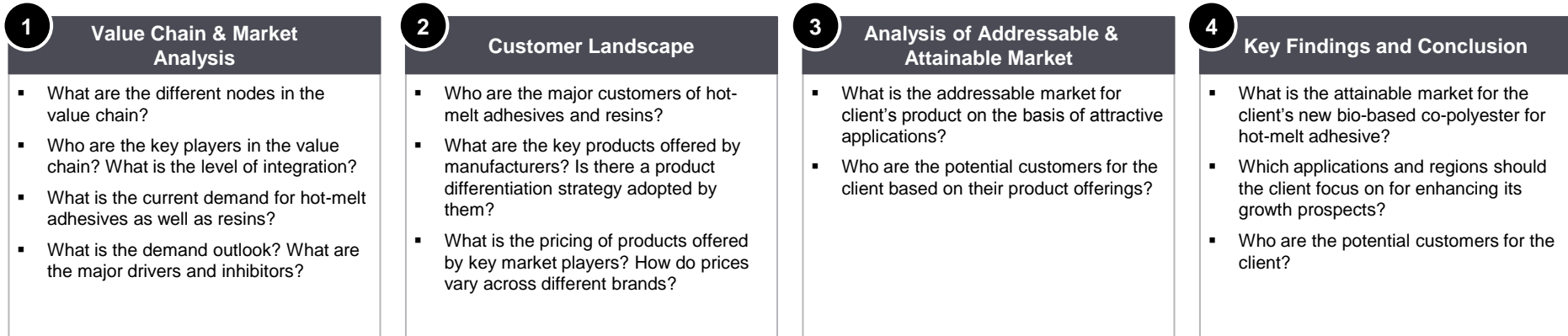
Context

- The client seeks to gain insights regarding the addressable and attainable market for its co-polyester in hot-melt adhesive, and understand competing resins, target customers, and end markets to ensure proper positioning of its new product.

Key Business Questions

- What is the global market for hot-melt adhesives as well as resins segmented based on region, application, and resin chemistry?
- What is the typical hot-melt adhesive formulation and how does it vary per application?
- What is the pricing of hot-melt adhesives and resins? How do their pricing vary across applications and regions? What are the key factors that govern the pricing of resins?
- Who are the major hot-melt adhesive players in the market?

Engagement Scope



Research Methodology

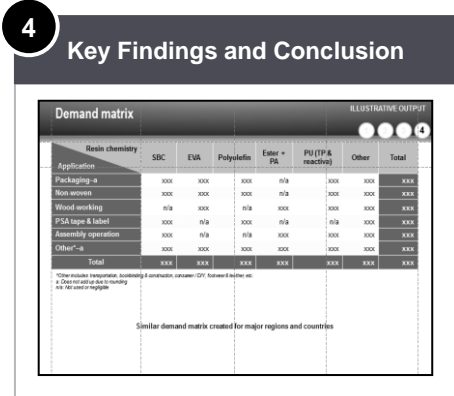
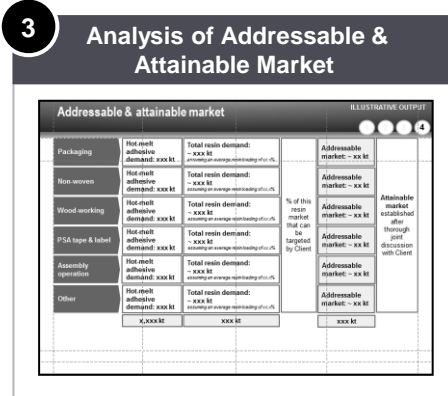
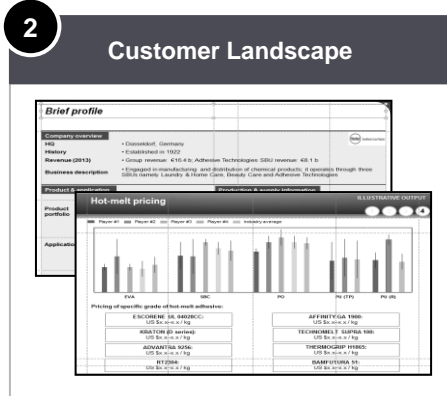
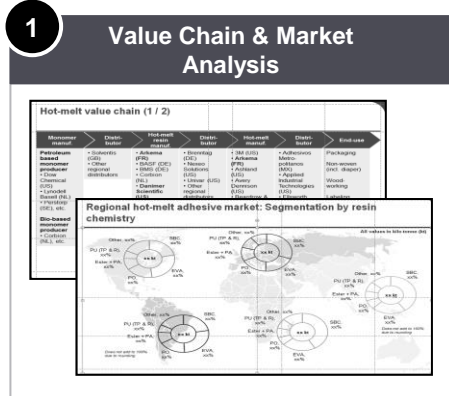
Secondary Research

- Conducted desk research to study company websites and annual reports
- Referred to paid and public databases for association reports and market reports

Primary Research

- 20+ telephonic interviews conducted with major hot-melt adhesive and resin manufacturers and consultations with frontline industry experts having more than 20 years of experience

Sample Analysis



Benefits to Client

- Determined that only 40% of the addressable market is attainable by the client's new product
- Focused on top 3 applications that hold the maximum potential
- Shortlisted 15-odd potential customers that could be targeted for business growth

Thank you

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