



Market Potential of Bio-based Coating Co-monomer

Case Study

Client	A leading global specialty chemicals company
Industry	Paints & coatings
Products	Bio-based products used as comonomers for resin in coatings

Engagement Scope

1 Market Analysis

- What is the market structure? What are the key applications?
- What is the current market size based on application, coating technology, resin chemistry, and geography?
- How is the market likely to be in the next 5–7 years?
- What are the key market drivers and inhibitors?

2 Competitor and Customer Landscape

- What are the growth opportunities for bio-based coating co-monomer manufacturers?
- Who are the potential customers?
- What is the market price of resins?
- How does the pricing vary?

3 Addressable Market Opportunity for Client's Product

- What is the addressable market for client's product on the basis of applications?
- What is the addressable market for client's product on the basis of market volume and demand outlook?

4 Key Findings and Conclusion

- Determined the size of the addressable market for client's product
- Selected attractive applications and geographies

Context

- The client seeks to gain insights on the market for its products in specific segments of the coating industry as well as gather information regarding competitive products, direct & indirect customers, and end application markets.

Key Business Questions

- What is the market size of paints & coatings segmented based on geography, coating technology, and resin chemistry? Can a matrix among all the 3 segmentation types be developed?
- Bio-based products are best suited for which applications? What are the growth opportunities for companies in the bio-based coating segment?
- Who are the major coating and coating resin manufacturers?
- What are the prices of various resin and other raw materials for coatings?

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 coating and resin manufacturers and consultations with frontline industry experts having more than 20 years of experience

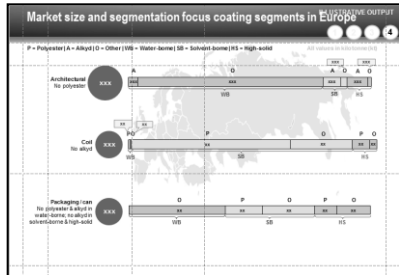
Benefits to Client

- Determined that only 20% of the addressable market is attainable by the client's new product
- Established that maximum potential lies in PU resins, followed by alkyd and saturated polyesters
- Shortlisted 20-odd potential customers that could be targeted for business growth

Sample Analysis

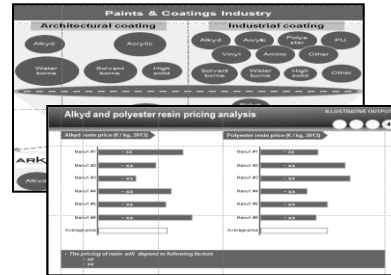
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Market Analysis



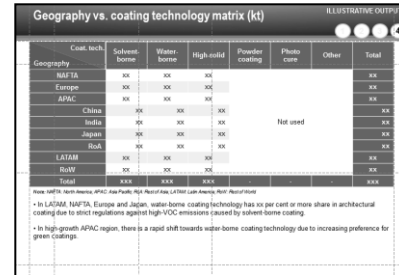
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Competitor and Customer Landscape



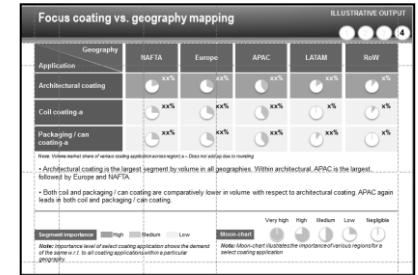
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Addressable Market Opportunity for Client's Product



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Key Findings and Conclusion



Thank you

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