

**Case Study** 

Client	A leading operations consulting & process technology company
Industry	Packaging in F&B
Products	Specialty polyethylene (PE) and polypropylene (PP)

#### Context

- The client wants to conduct a market assessment study focused on high-margin and high-value specialty PE & PP packaging in the F&B industry, in major ASEAN countries.
- The client also wants to understand the possible business opportunities in the market.

## **Key Business Questions**

- Overall market size for specialty PE & PP in the F&B industry, expected growth rates of end user segments, and emerging market trends and technologies
- Value chain analysis for specialty packaging products
- Detailed understanding of domestic and international competitors, their market positions, growth strategies, and key technological innovations

## **Engagement Scope**

- **Market Assessment**
- How is the market defined? How is the market segmented?
  - Commodity/specialty, ready-to-eat meals, drinks, fresh foods, dairy products, frozen foods, chilled foods, etc.
- What is the current and historical market size and growth rate for specialty PE & PP packaging used in the F&B industry?
- What are the key market trends, drivers, and challenges?
- How is the market expected to develop over the next 5 years?

#### 2 **Competitor Assessment**

- Is the market structured in an organized or unorganized manner?
- Who are the key international players operating in the market?
- What is the profile of competitors?
- What are the strategies and technologies adopted by key industry players?

#### 3 Value Chain Assessment

- What is the value chain?
- Who are the key entities involved in the value chain?
- What is the price build-up and the margin across the value chain?

# Key Findings and Conclusions

- What are the key findings of the studied market?
- What are the opportunities for specialty PE & PP packaging in the F&B industry?

# **Research Methodology**

#### **Secondary Research**

- Conducted desk research to understand the overall market in target ASEAN countries
- Referred to paid databases such as Bloomberg, Chemical Weekly, and ICIS

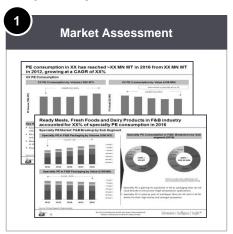
#### **Primary Research**

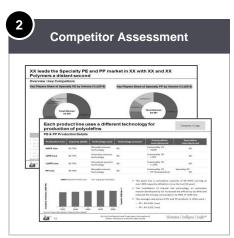
 75+ telephonic interviews conducted with manufacturers, distributors, packagers, compounders, converters, and brand owners

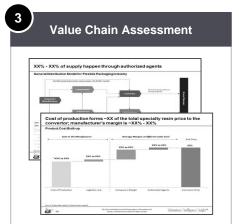
#### **Benefits to Client**

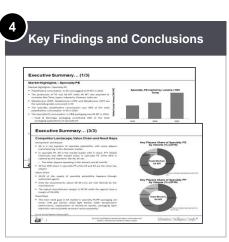
- The report helped the client understand the potential of the specialty PE & PP packaging market in select ASEAN countries.
- It also helped the client identify the largest as well as the fastest-growing segment in the market, that is, the F&B industry.
- The client was also advised on the unmet and emerging packaging needs across different regions.

# **Sample Analysis**









# Thank you

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