



Water Treatment and Air Purification Market in China – Market and Technology Assessment

Case Study

Client	An established chemical manufacturer
Industry	Chemicals
Products	Water treatment and air purification

Context

- The client wants to understand the market for water treatment and air purification technologies in China.

Key Business Questions

- What is the growth of the market for water treatment and air purification in China?
- What are the unmet market needs with respect to air purification and water treatment technologies?

Engagement Scope

<p>1 Market Assessment</p> <ul style="list-style-type: none"> ▪ Conducted market assessment of water treatment and air purification technologies <ul style="list-style-type: none"> – 5 years trend – Next 5 years forecast ▪ In-depth understanding of key growth drivers, such as policy push, investments made by private players and government bodies, and developments undertaken as part of the 13th five-year plan of China 	<p>2 Player / Competitor Analysis</p> <ul style="list-style-type: none"> ▪ Identified key players/competitors in the water treatment and air purification market and classified them into subgroups based on: <ul style="list-style-type: none"> – Product category – Market presence – Product positioning 	<p>3 Market Opportunities</p> <ul style="list-style-type: none"> ▪ Provided an overview of the current and future market scenario ▪ Highlighted opportunities/white space analysis for China's water treatment and air purification market with respect to industries, such as power, steel, chemicals, and cement, among others 	<p>4 Key Findings and Conclusions</p> <ul style="list-style-type: none"> ▪ Provided chemical and non-chemical market segmentation for air and water treatment with growth projection over the next 5 years ▪ Profiled key players on the basis of their product and business scope; business model and strategies; and revenue and market share
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Research Methodology

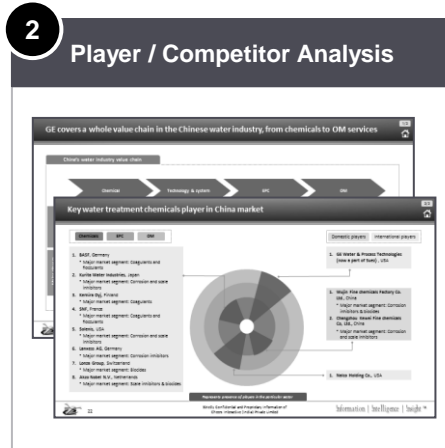
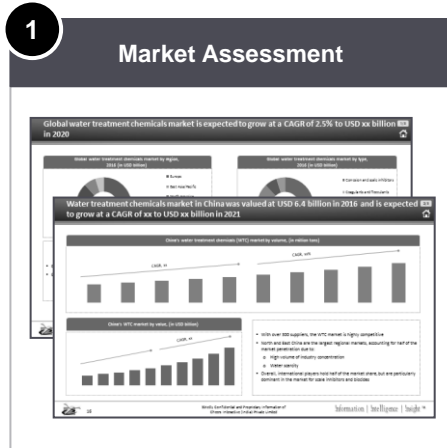
Secondary Research

- Conducted desk research (various databases, company websites, magazines, blogs, innovative forums, and industry associations) to identify water treatment and air purification technologies

Primary Research

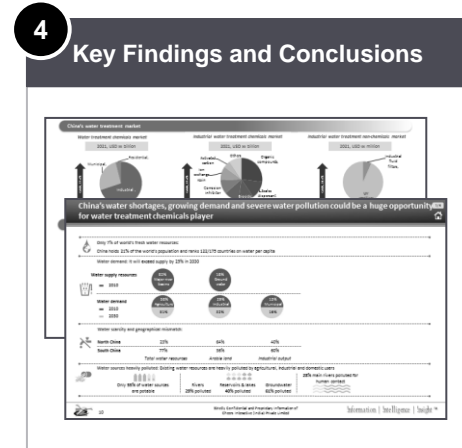
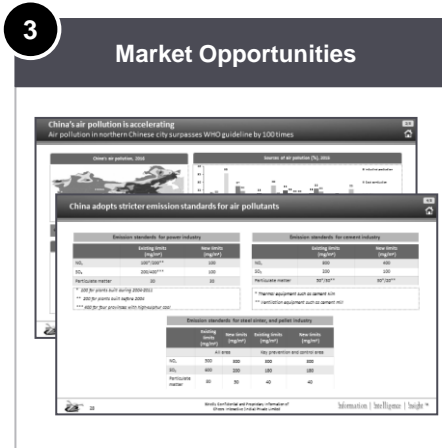
- Conducted 15+ telephonic interviews with industry experts, and air and water treatment technology providers

Sample Analysis



Benefits to Client

- Highlighted opportunities and unmet market needs with respect to air purification and water treatment technologies
- Identified key players and major growth drivers
- Highlighted environmental laws and regulations impacting the growth of the market



Thank you

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