



Industrial Chillers Market in Germany, Spain, and the US

Case Study

Client	Global industrial machinery manufacturer
Industry	Industrial machinery
Products	Industrial chillers

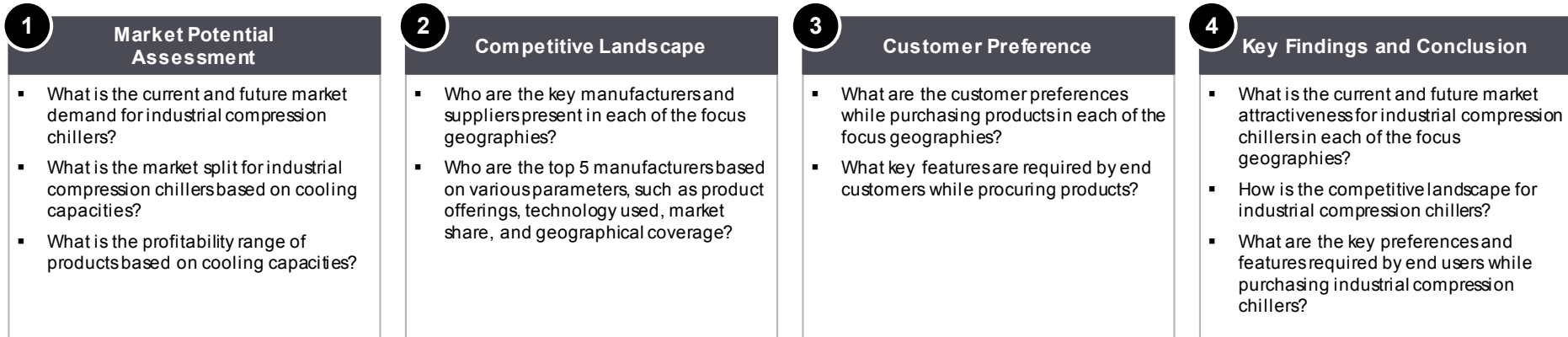
Context

- The client wanted to assess the market attractiveness for industrial compression chillers in Germany, Spain, and the US to develop an entry strategy.

Key Business Questions

- What is the current and future growth potential of the industrial compression chillers market across various regions?
- Who are the key manufacturers/suppliers of industrial compression chillers in the focus geo-markets? What are the technologies used in their products? What market shares do these key players hold?
- What are the key features required by end customers while procuring products in each of the focus geographies?

Engagement Scope



Research Methodology

Secondary Research

- Conducted desk research to gain an overall understanding of the market and key players present in each of the focus geographies
- Referred to industry associations, trade websites, journals, and company websites

Primary Research

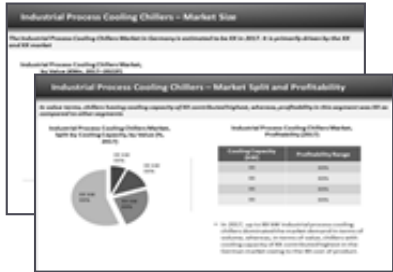
- 250+ telephonic interviews conducted with sales managers, business development managers, facility managers, and purchase managers

Benefits to Client

- Insights provided by FutureBridge helped the client assess the market attractiveness for industrial compression chillers in each of the focus geographies.
- FutureBridge recommendations benefited the client in developing their market entry strategy for industrial chillers, and assisted in the identification of companies that can be considered by them for investment/acquisition.

Sample Analysis

1 Market Potential Assessment




Industrial Process Cooling Chillers - Market Size

Industrial Process Cooling Chillers Market

Industrial Process Cooling Chillers Market Split and Profitability


2 Competitive Landscape



Company 1 - Overview

Company 1 - Technology

3 Customer Preference



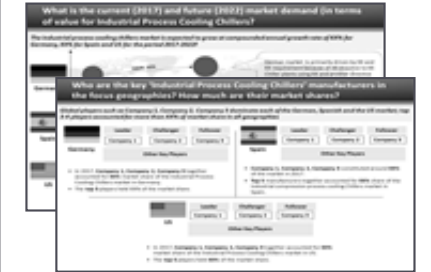
Industrial Process Cooling Chiller - Customers Preferences (1/3)

Customer Preferences

Industrial Process Cooling Chiller - Customers Preferences (2/3)

Region	Company 1	Company 2	Company 3	Company 4	Company 5	Company 6	Company 7	Company 8	Company 9	Company 10
North America	High	Medium	Low	High	Medium	Low	High	Medium	Low	High
Europe	High	Medium	Low	High	Medium	Low	High	Medium	Low	High
Asia	High	Medium	Low	High	Medium	Low	High	Medium	Low	High
South America	High	Medium	Low	High	Medium	Low	High	Medium	Low	High
Africa	High	Medium	Low	High	Medium	Low	High	Medium	Low	High
Oceania	High	Medium	Low	High	Medium	Low	High	Medium	Low	High

4 Key Findings and Conclusion



What is the current (2017) and Future (2022) market demand (in terms of value for Industrial Process Cooling Chillers)?

What are the key Industrial Process Cooling Chiller manufacturers in the focus geographies? How much are their market shares?

Thank you

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