



Competitor Pricing Intelligence Study for Custom Engineered Parts in Select Countries – Industrial Equipment

Case Study

Client	A leading compressor manufacturer
Industry	Natural gas processing, power generation, LNG, and air separation
Products	Custom engineered spare parts of compressors

Engagement Scope

1 Customer and Supplier Identification

- Which are the key end-user industries present in the selected geographies of the client's interest?
- Who are the key compressor suppliers and distributors/dealers of competitive products/product groups in each of the selected geographies?

2 Competitor Price Mapping

- Who are the key competitors active in the focused products/ product groups across selected geographies?
- What is the price range of products/product groups offered by different players?
- What is the lead time offered by suppliers for products/product groups in selected geographies?

3 Key Findings and Conclusions

- What is the average price for each product/product group in each geography?
- What is the price variation for the same product/ product group offered by competitive players in different geographies?
- What are the specific/unique regional requirements of customers in each geography?

Context

- Centrifugal compressors find its applications in multiple industries and are used in critical operations that define the overall efficiency of the plant. Spare parts of compressors are considered critical in maintaining equipment functioning and performance.
- Our client, a leading compressor manufacturer, wanted to evaluate the competitor pricing of critical custom-built spares in different countries.

Key Business Questions

- Who are the prominent OEMs in China and Europe?
- What is the price range of compressor spare parts offered by different players across various regions?
- What is the average price for each product/product group in each geography?
- What is the price variation for the same product/product group offered by competitive players in different geographies?

Research Methodology

Secondary Research

- Conducted desk research to understand the overall market
- Referred to paid databases such as Euromonitor, Bloomberg, and EMIS Securities, etc.

Primary Research

- 120+ telephonic interviews conducted with stakeholders such as compressor part manufacturers, distributors, industry experts, and end-user industries

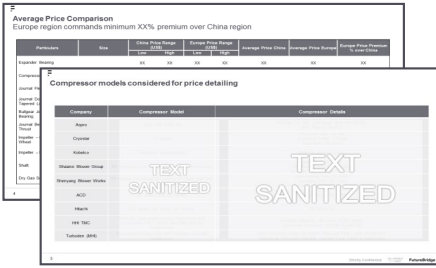
Benefits to Client

- The report helped the client understand pricing variations of compressor spare parts across various geographies.
- The client has utilized the price data to align its global price offerings with respect to its business volumes from different geographies, and enhance its manufacturing footprint.

Sample Analysis

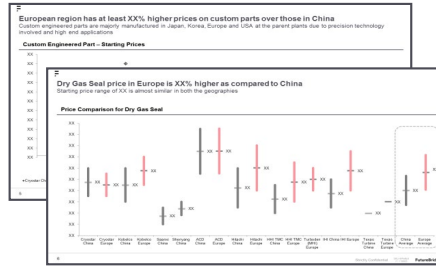
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Customer and Supplier Identification



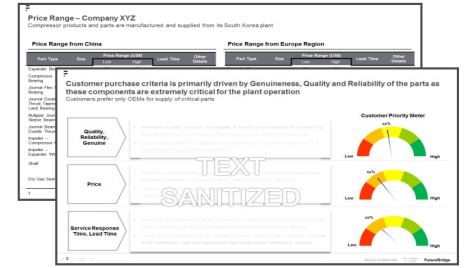
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Competitor Price Mapping



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Key Findings and Conclusions



Thank you

North America

55 Madison Ave, Suite 400
Morristown, NJ 07960
USA
T: +1 212 835 1590

Europe

328-334 Graadt van Roggenweg
4th Floor, Utrecht, 3531 AH
Netherlands
T: +31 30 298 2108

United Kingdom

5 Chancery Lane
London EC4A 1BL
United Kingdom
T: +44 207 406 7548

Asia Pacific

Millennium Business Park
Sector 3, Building # 4, Mahape
Navi Mumbai 400 710
India
T: +91 22 6772 5700