



# Potential for New Bio-based Polymer in Barrier Packaging

Case Study

# Potential for New Bio-based Polymer in Barrier Packaging

<b>Client</b>	Leading bio-based chemical manufacturer
<b>Industry</b>	Pharmaceutical, food, etc.
<b>Products</b>	High-barrier packaging polymers

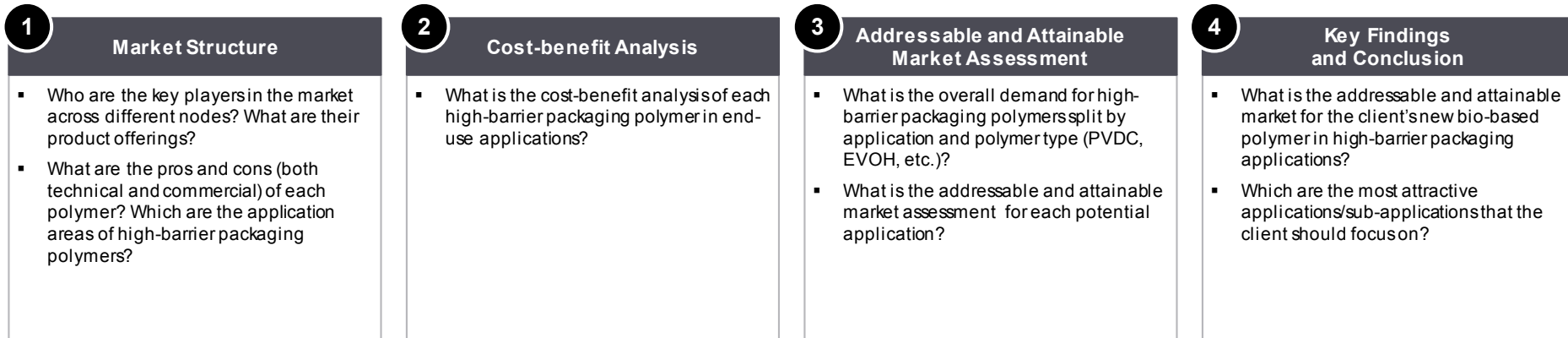
## Context

- The client is focused on introducing a new bio-based polymer in the market. As part of the commercialization process, the client aims at identifying attractive high-barrier packaging opportunities across applications, such as pharmaceutical, food, etc.

## Key Business Questions

- Which high-barrier packaging polymer is currently being used in the pharmaceutical and food industries?
- What are the pros and cons (both technical and commercial) of each polymer? Which are the application areas of high-barrier packaging polymers?
- What is the overall demand for high-barrier packaging polymers split by application and polymer type (PVDC, EVOH, etc.)? Who are the key players in this market and what are their product offerings, application focus areas, and value chain dynamics?
- What is the cost-benefit analysis of each high-barrier packaging polymer in end-use applications?

## Engagement Scope



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## Research Methodology

### Secondary Research

- Acquired knowledge based on the pros and cons of high-barrier packaging polymers and pricing information from open-domain sources
- Designed top-down and bottom-up approach and raw material cost analysis framework

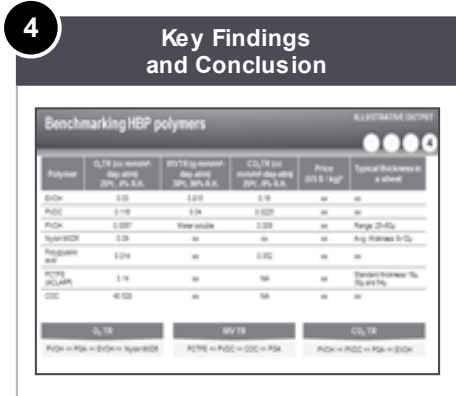
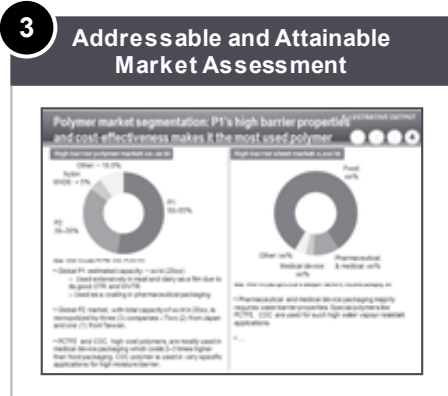
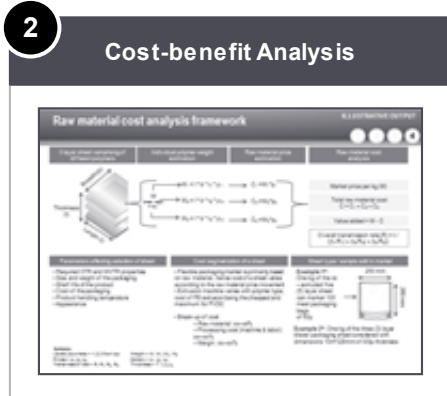
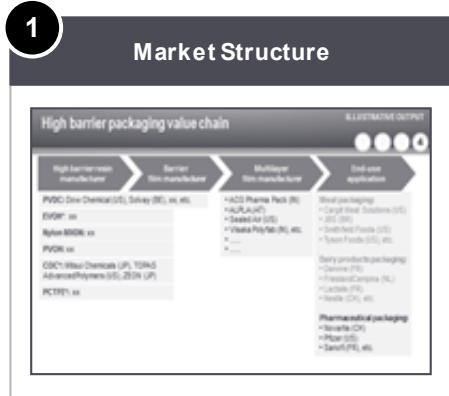
### Primary Research

- 35+ interviews with senior executives across key high-barrier packaging polymer manufacturers, extruders, laminators, and end-use companies

## Benefits to Client

- Identified three applications that are an immediate fit for the client's new bio-based polymer
- Identified a few other applications that can also be targeted if the client can price its new bio-based polymer competitively

## Sample Analysis



# 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