



Global Market Potential Assessment of Ecommerce Packaging Systems

Case Study

Client	Global manufacturer of integrated system solutions for ecommerce packaging
Industry	Industrial Machinery
Products	Automated Ecommerce Packaging Systems

Context

- Client wanted to assess the market for automated ecommerce packaging systems to understand the market size, competition, current products available in the market and customer segments to formulate their future strategies, in accordance with market potential for small packages in e-commerce.

Key Business Questions

- What is the current and future market demand for automated ecommerce packaging systems?
- What are the trends in ecommerce packaging w.r.t. materials, design, protection and cost?
- Who are the key manufacturers of ecommerce packaging systems and what are their market shares?
- Which are the key customer segments? What is the potential to offer ecommerce packaging systems to current as well as future customer segments? What are the existing gaps (potential opportunities) in the market?

Engagement Scope

1	Market Intelligence	2	Competitive Intelligence	3	Customer Segment Analysis	4	Key Findings and Conclusions
<ul style="list-style-type: none"> ▪ What is the current and future demand for automated ecommerce packaging systems globally? ▪ How is the market split by segments/type of machines for boxes, pouches, envelopes, etc.? ▪ What are the key specifications for packaging by the segments/type of machines? ▪ What are the trends in ecommerce packaging w.r.t. materials, design, protection and cost? 	<ul style="list-style-type: none"> ▪ Who are the top manufacturers of automated ecommerce packaging systems? ▪ What are the product offerings (by size and weight of packaging) by key manufacturers and their indicative prices of the systems? ▪ Which are the top customer segments, future strategy and expansion plans for the key manufacturers? 	<ul style="list-style-type: none"> ▪ What are the key customer segments (such as office supplies, books and gifts) present in the market? ▪ What are the trends in customer segments and would there be any additional segments in future? ▪ What are the existing gaps in the market? 	<ul style="list-style-type: none"> ▪ What is the market opportunity for the client in automated ecommerce packaging systems globally? ▪ Which trends related to material, design or cost should the client focus on? ▪ Who are the key manufacturers of ecommerce packaging systems? ▪ What are the potential opportunities in the market w.r.t. customer segments? 				

Thank you

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