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			

Engagement Scope

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?

	1	Market Intelligence		2 Competitive Intelligence	U	3 Customer Segment Analysis	4	and Conclusions
•	for a	at is the current and future demand automated ecommerce packaging ems globally?		Who are the top manufacturers of automated ecommerce packaging systems?		What are the key customer segments (such as office supplies, books and gifts) present in the market?		What is the market opportunity for the client in automated ecommerce packaging systems globally?
•	type	of machines for boxes, pouches, elopes, etc.?	-	What are the product offerings (by size and weight of packaging) by key manufacturers and their indicative		What are the trends in customer segments and would their be any additional segments in future?		Which trends related to material, design or cost should the client focus on?
•	pack	at are the key specifications for kaging by the segments/type of hines?		prices of the systems? Which are the top customer segments, future strategy and expansion plans for the key manufacturers?	i r	What are the existing gaps in the market?		Who are the key manufacturers of ecommerce packaging systems?
•	pacl	at are the trends in ecommerce kaging w.r.t. materials, design, ection and cost?	1					What are the potential opportunities in the market w.r.t. customer segments?
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Kay Findings

Research Methodology

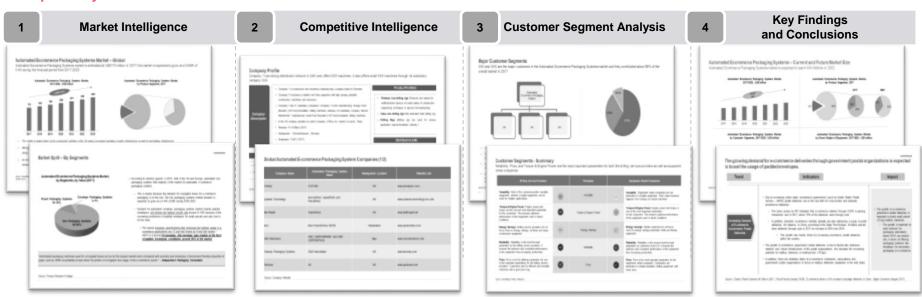
Secondary Research

- Conducted desk research to understand the overall market for ecommerce packaging and system manufacturers
- Referred company website, industry association websites, news databases, conferences and magazines

Primary Research

- 250+ Telephonic interviews with equipment manufacturers, end-users and third party analyst
- Interviews with paid experts with 20+ years of experience

Sample Analysis



Benefits to Client

- FutureBridge helped the client to understand the market attractiveness for automated ecommerce packaging systems, competition and key product offerings of manufacturers (by size and weights of packages processed by the systems)
- Output of this project helped client to understand potential opportunities in automated ecommerce packaging systems.

Thank you

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