



# Future Refrigerants – Competitor Assessment

Case Study

# Case study: Future Refrigerants – Competitor Assessment

<b>Client</b>	Leading Engineering and Technology Company
<b>Industry</b>	Refrigeration
<b>Products</b>	Heat pumps

## Context

- Client was interested in understanding competitors positioning in the domain of refrigerants having low global warming potential for heat pumps. Another objective was to understand which refrigerant is likely to gain traction in near future.

## Key Business Questions

- Which refrigerant holds potential to grow in coming years in light of recent F-gas regulations?
- Which are the refrigerants used by competitors? How are these competitors adapting to F-gas regulations?

## Engagement Scope

1

### Regulatory Scenario Assessment

- Study of country-specific F-gas regulations
- Impact analysis of these regulations on heat pump manufacturers
- Use of refrigerants in heat pumps

2

### Competitor Assessment

- Analysis of each competitor to understand their strategy to adopt to the F-gas regulations
- Identification of low global warming potential refrigerants that are being used by competitors

3

### Key Results and Conclusion

- Identification of refrigerants that are likely to grow in coming years
- Summarization of competitors' strategies to adapt to F-gas regulations, and low global warming potential refrigerants used by these competitors



# 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