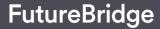
Future Refrigerants – Competitor Assessment

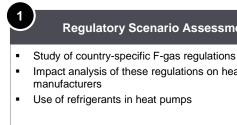
Case Study



Case study: Future Refrigerants – Competitor Assessment

Client	Leading Engineering and Technology Company
Industry	Refrigeration
Products	Heat pumps

Engagement Scope

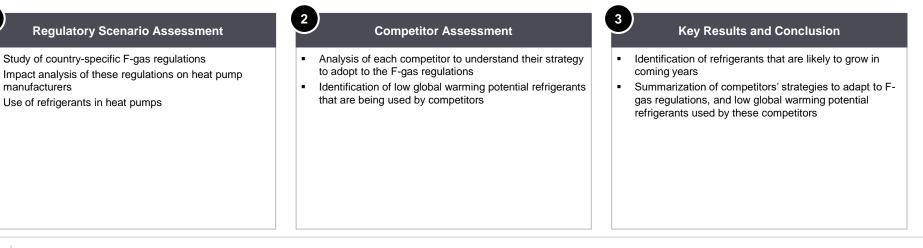


Context

 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?



Case study: Competitive Assessment for Wearable Devices

Research Methodology

Secondary Research

• Conducted desk research to understand regulatory scenario in target countries and to also identify refrigerants that are being used by competitors

Primary Research

 Conducted 10+ telephonic interviews with heat pump manufacturers and industry experts to validate the findings, understand regulatory scenario and viewpoints on future refrigerants

Benefits to Client

- The study helped client in understanding regulatory scenario for target geographies
- Provided the client an understanding of refrigerants with low global warming potential
- Competition assessment helped client in understanding competition strategy to adapt to the F-gas regulations

Sample Analysis

1 Regulatory Scenario Assessment	2 Competitor Assessment	3 Heading
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Thank you

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