Opportunity and Threats for SBR Binders in EV Batteries

Case Study

FutureBridge

Opportunities and Threats for SBR Binders in EV Batteries

Client	Global material solutions provider and manufacturer of plastics, latex binders, and synthetic rubber
Industry	Plastics, binders, and synthetic rubbers
Products	Styrene acrylic latex binders, styrene butadiene latex binders, styrene butadiene rubber, nickel butadiene rubber, etc.

Context

- The client wanted to evaluate opportunities and risks for binders with the evolution of battery anode technologies and understand key influencers as well as decision makers in research, development, and commercialization of new anode battery technologies.

Key Business Questions

- Which are the dominant battery anode material technologies in EV batteries? Which are the future battery anode material technologies in EV batteries?
- What is the typical decision making process in adopting new battery anode materials in EV batteries?
- How is the battery anode binder chemistry/formulation expected to evolve with battery anode material technology evolution and why?

Engagement Scope

1 Battery Anode Material Technology Assessment

- Description of major battery anode material technology in EV batteries
- Assessment of winning properties of anode materials and gaps/problems being solved, and analysis of pros & cons of major battery anode materials
- Assessment of market readiness of anode technologies for EV batteries

2 Analysis of Decision Making Process

- Assessment of key influencers in the value chain in terms of adopting new battery anode materials
- Assessment of factors taken into account in decision making
- Analysis of how battery anode binder chemistry/formulation is expected to evolve with battery anode material technology evolution

3 Key Findings and Conclusions

- Understanding market readiness of future battery anode material technology, along with the most probable launch time
- Assessment of opportunities and risks for incumbent battery anode binder manufacturers
- Identification of potential collaboration partners

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Research Methodology

Secondary/Desk Research

- Conducted exhaustive secondary research by referring to Orbit Intelligence, USPTO, ScienceDirect, SpringerLink, and Wiley Online Library as well as research articles published on new anode materials and new anode binder materials
- Scanned paid & public databases such as Factiva, Bloomberg, ICIS, Chemical Weekly, company annual reports, presentations, company press releases, etc.
- Referred to analyst reports, consortium reports, trade association reports, etc.

Primary Research

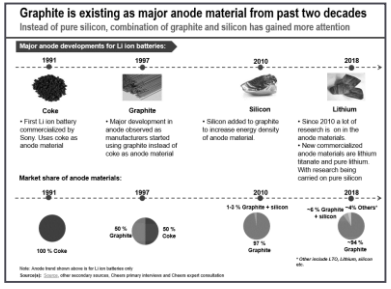
- 23+ interviews with senior executives of major battery pack manufacturing companies, cell manufacturing companies, cell component manufacturing companies, etc.

Benefits to Client

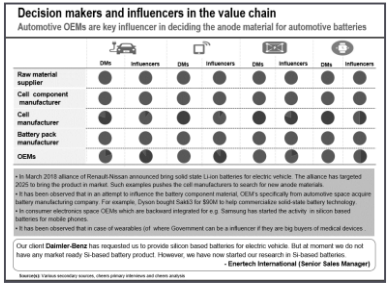
- Understanding industry preference and application horizon of new anode material technologies for EV batteries
- Understanding activities of cell technology providers and start-ups
- Benchmarking current & future anode materials for EV batteries
- Assessing opportunities and threats for incumbent battery anode binder manufacturers
- Understanding potential partners to collaborate

Sample Analysis

1 Battery Anode Material Technology Assessment



2 Analysis of Decision Making Process



3 Key Findings and Conclusions

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