



Value Chain Analysis of Lithium Titanate Battery

Case Study

Value Chain Analysis of Lithium Titanate Battery

Client	Leading chemical manufacturer in Europe
Industry	Chemicals
Products	Titanium dioxide manufacturer

Context

- The context of this study was to provide a detailed analysis on the market structure and anode materials used in lithium-ion battery with specific focus on lithium titanate chemistry.

Key Business Questions

- What is the global market demand for lithium-ion and lithium titanate battery?
- Who are the key players across the value chain (from raw material providers to final battery pack production)?
- Which are the potential application segments and areas of opportunity for the client?

Engagement Scope

1

Market and Competitor Analysis

- What is the global demand for lithium titanate and titanium dioxide?
- Who are the major suppliers of anode and cathode materials?
- Who are the major customers for lithium titanate and titanium dioxide?
- What is the market share of different materials used for lithium-ion battery?
- What is the current availability, demand, and cost metrics for lithium as a raw material?

2

Value Chain Analysis

- Who are the key players in the value chain (from titanium dioxide and lithium titanate power to cell and battery pack manufacturers) and what is the impact of these companies in the value chain?
- What are the major application segments for the lithium titanate battery market?
- Who are the major battery pack manufacturers and what channels do they use for sourcing their products?

3

Key Findings and Conclusions

- How is the demand for lithium-ion battery expected to be in the next 5 years?
- What are the barriers to enter the market and what is the possible key value proposition to address the value chain?
- What is the go-to-market strategy and what are the various partner channels available for the client?

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Research Methodology

Secondary Research

- FutureBridge analyzed the entire value chain of the lithium-ion and lithium titanate battery market and profiled key market players

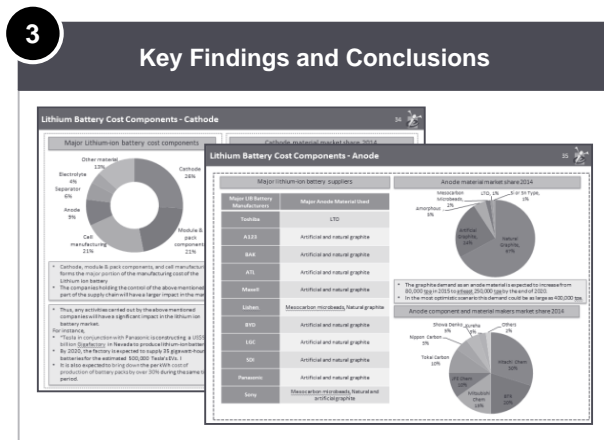
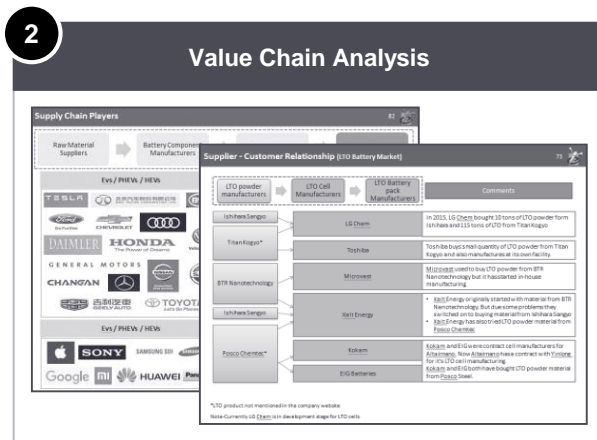
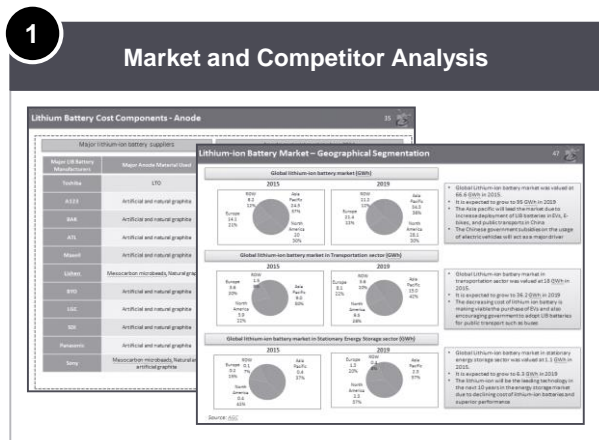
Primary Research

- Conducted discussions with industry experts and suppliers as well as distributors of lithium titanate batteries to understand and analyze the market scenario for lithium titanate powder and batteries

Benefits to Client

- The client was able to understand and gain insights on the following aspects related to the lithium-ion and lithium titanate battery market:
 - Type of anode materials available in the market and key manufacturers
 - Overview of the lithium-ion and lithium titanate battery market
 - Key manufacturers of lithium titanate powder and their market share
- The study helped the client identify potential customers and partner channels for entering this market

Sample Analysis



Thank you

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