



Market Potential of Bio-based Copolyester in Hot-melt Adhesive

Case Study

Market Potential of Bio-based Co-polyester in Hot-melt Adhesive

Client	Leading specialty chemicals company
Industry	Coating, Adhesive, Sealant, and Elastomer (CASE)
Products	Bio-based co-polyester for hot-melt adhesive

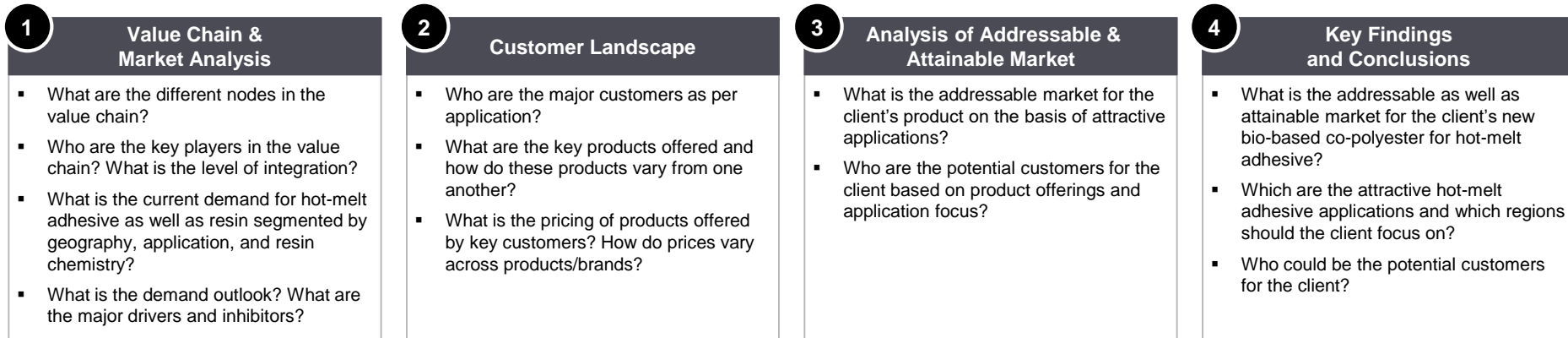
Context

- The client focused on gaining insights on the addressable and attainable market for its co-polyester in hot-melt adhesive. Moreover, the client also wanted to understand competing resins, target customers, and end markets to be able to position its new product.

Key Business Questions

- What is the global market size for hot-melt adhesive as well as resin segmented on the basis of region, application, and resin chemistry?
- What is the typical hot-melt adhesive formulation? How does it vary per application?
- What is the pricing structure of hot-melt adhesive and resin? How do their pricing vary across applications and regions? What are the factors that govern resin pricing?
- Who are the major hot-melt adhesive players? What are their capabilities in terms of product offerings and served applications?

Engagement Scope



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Research Methodology

Secondary Research

- Conducted desk research by studying company websites, annual reports, etc.
- Referred to paid and public databases such as association reports, market reports, etc.

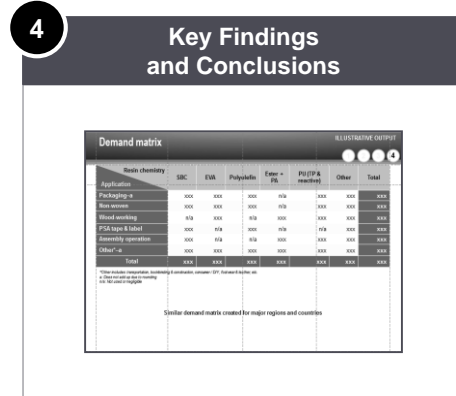
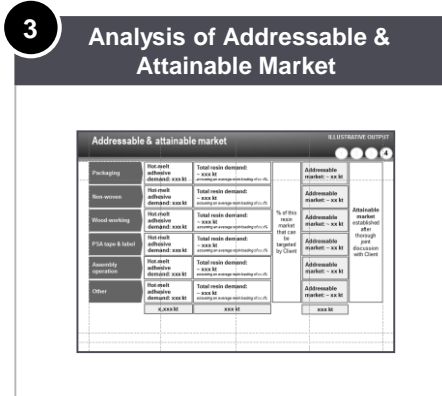
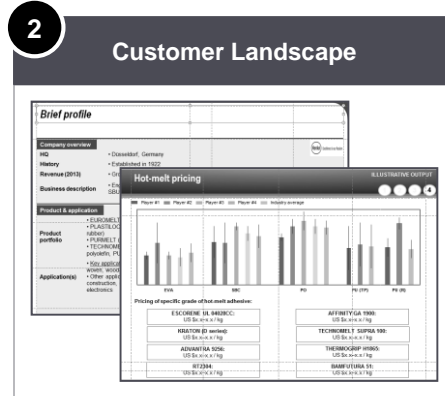
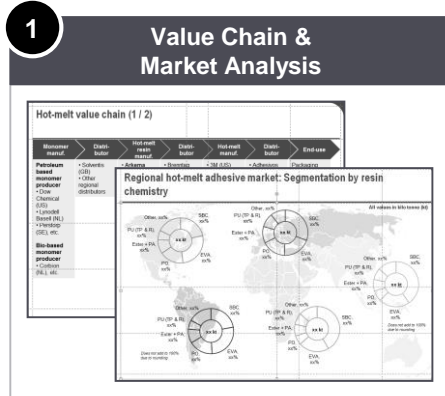
Primary Research

- 20+ telephonic interviews with major hot-melt adhesive and resin manufacturers and consultations with frontline industry experts having more 20 years of experience

Benefits to Client

- Established that only 40% of the addressable market is attainable by the client's new product
- Zeroed down to three applications that hold the maximum potential
- Shortlisted 15-odd potential customers that could be targeted for business opportunities

Sample Analysis



Thank you

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