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

Case Study



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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

Value Chain & **Market Analysis**

- What are the different nodes in the value chain?
- Who are the key players in the value chain? What is the level of integration?
- What is the current demand for hot-melt adhesive as well as resin segmented by geography, application, and resin chemistry?
- What is the demand outlook? What are the major drivers and inhibitors?

2 **Customer Landscape**

- Who are the major customers as per application?
- What are the key products offered and how do these products vary from one another?
- What is the pricing of products offered by key customers? How do prices vary across products/brands?

3 Analysis of Addressable & Attainable Market

- What is the addressable market for the client's product on the basis of attractive applications?
- Who are the potential customers for the client based on product offerings and application focus?

Key Findings and Conclusions

- What is the addressable as well as attainable market for the client's new bio-based co-polyester for hot-melt adhesive?
- Which are the attractive hot-melt adhesive applications and which regions should the client focus on?
- Who could be the potential customers for the client?



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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.

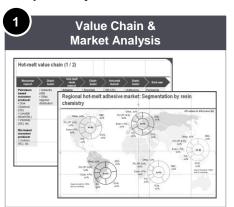
Primary Research

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

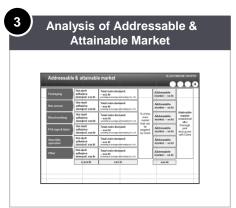
Benefits to Client

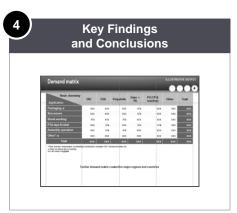
- Established that only 40% of the addressable market is attainable by the client's new product
- Zeroed down to three applications that hold the maximum potential
- Shortlisted 15-odd potential customers that could be targeted for business opportunities

Sample Analysis









Thank you

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