



# Industry Landscape & Future Outlook: Steel in Car Bodies

Case Study

# Industry Landscape & Future Outlook

<b>Client</b>	A leading automotive supplier
<b>Industry</b>	Automotive (Steel Material)
<b>Products</b>	Steel Material, Car Body, etc.

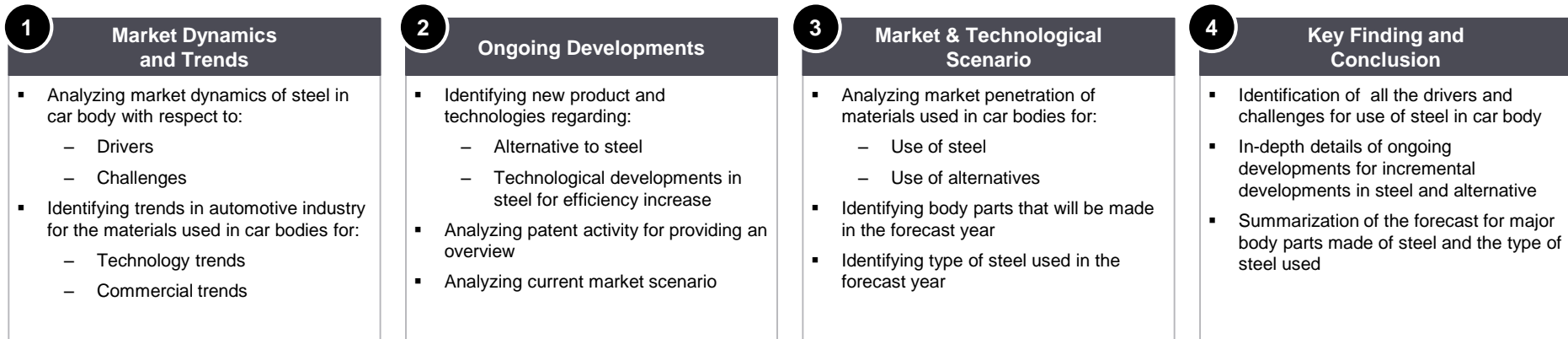
## Context

- Client wanted to gain insights on developments in materials based on steel, that might lead to new approaches towards its application in car bodies
- Further, client wanted to understand the future role and form of steel in passenger car bodies

## Key Business Questions

- How much and in which form will steel be used in the forecast year compared to current year?
- Will steel be able to maintain dominance in cars w.r.t. alternative sources like aluminum, carbon fiber?
- What will be the impact of alternatives on steel's automotive market?

## Engagement Scope



# Industry Landscape & Future Outlook

## Research Methodology

### Secondary Research

- Conducted desk research for understanding market dynamics and scenario for use of steel in car bodies

### Patent Research

- Analyzed over 2000 patents for getting all the developments in the steel and alternative materials that can be used instead of steel

### Primary Research

- Conducted 15+ consultations with industry experts, manufacturers, researchers, etc.

## Sample Analysis

**1 Market Dynamics and Trends**

**IP Landscape - Augmented Reality**  
This slide presents key patent filings in augmented reality.

**Domain Outlook - Few Examples of Innovation that could replace the Sun Visors altogether in the long run**

- The domain outlook was developed based on the research team's deep understanding of the market and the insights from the interviews with industry experts.
- Helping the client understand the market dynamics and trends in the long run.
- Identifying key players and their market positions.
- Understanding the market structure and the competitive landscape.
- Identifying key trends and opportunities in the market.
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**2 Ongoing Developments**

**Domain Outlook (based on preliminary investigation)**

**Domain Outlook - Few Examples of New Features being introduced in Sun Visors**

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## Benefits to Client

- The market dynamics presented in the study helped client to understand the needs of using steel for car bodies
- Client was able to direct its development strategies for steel use, based on the penetration of use of alternatives in car bodies

**3 Market & Technological Scenario**

**Patent Filing Trend**

**Player Insight**

The chart shows the market share of key players in the industry. The map displays the geographical distribution of players across different regions.

**4 Key Finding and Conclusion**

**Executive Summary - Key Observations**

The report provides a comprehensive overview of the market and the key findings from the research. It includes a detailed analysis of the market structure and the competitive landscape.

# Thank you

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