



# Share Analysis of Mining Equipment Competitors

Case Study

# Share Analysis of Mining Equipment Competitors

<b>Client</b>	A leading industrial machinery manufacturer
<b>Industry</b>	Industrial Machinery
<b>Products</b>	Mining Machinery

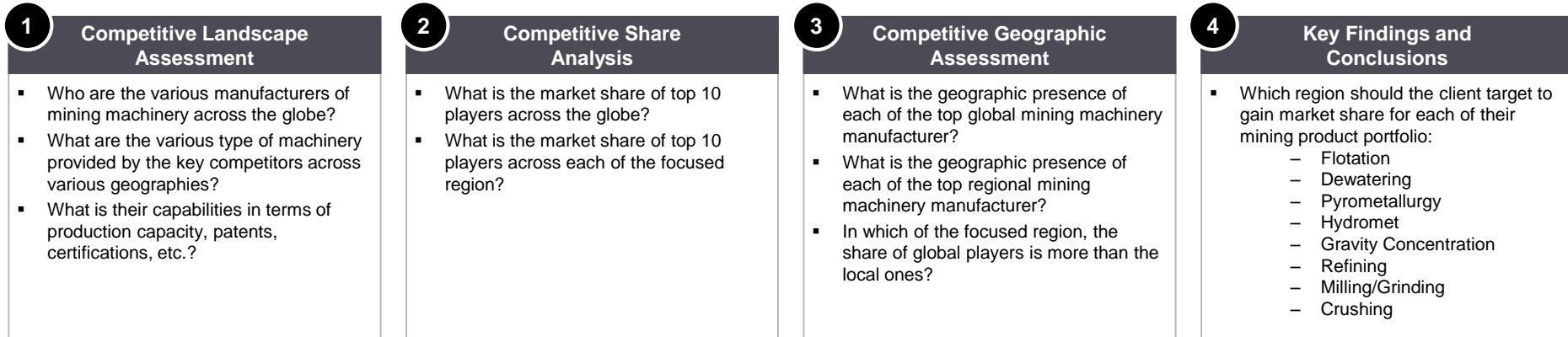
## Context

- Due to slow commodity market and tough regulations by government on mining, the mining equipment sector was growing at a slow rate. Each player in the market was trying to maximize their market share in this slow growing market.
- The client, being an established player, was concerned about their market share for each product line in the last three years –as they felt there are various competitors coming in. They wanted to assess the share of the market for key product category they are present in, by region.

## Key Business Questions

- What is the global and regional market share for the top 10 players?
- What is the geographical footprint of top 10 players by region?

## Engagement Scope



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## Research Methodology

### Secondary Research

- Conducted desk research to gain an overall understanding of the mining equipment landscape and their key players.
- Referred industry association websites, industry journals, subscribed databases, portals, press releases and industry reports.

### Primary Research

- 250+ Telephonic interviews with mining equipment manufacturers, distributors and dealers and industry experts across the focus region.

## Benefits to Client

- The output of the study was used by the client's team to assess the market share of its key competitors present across various geographical regions. It also helped the client's marketing team to identify potential customer segments.

## Sample Analysis

**1 Competitive Landscape Assessment**

The page displays a detailed text analysis of the competitive landscape, including a bar chart showing market share percentages for various competitors over time.

**2 Competitive Share Analysis**

The page features a line graph illustrating market share trends and a donut chart representing the distribution of market share among competitors.

**3 Competitive Geographic Assessment**

The page includes a flowchart detailing geographic distribution and a pie chart showing the market share breakdown by region.

**4 Key Findings and Conclusions**

The page presents a table of key findings and an 'Executive Summary' section, providing a concise overview of the study's results and conclusions.

# Thank you

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