

Case Study
Opportunity Assessment in Global Marine
Chemicals Industry



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Opportunity Assessment in Global Marine Chemicals Industry



About the Client



- The client is a global specialist chemical manufacturer and supplier of marine chemicals

Client Objectives / Goals



- The client wanted RocSearch to identify growth prospects in the global marine chemicals industry, by assessing parameters such as growth drivers, competitive landscape and purchasing behaviour

Approach and Methodology

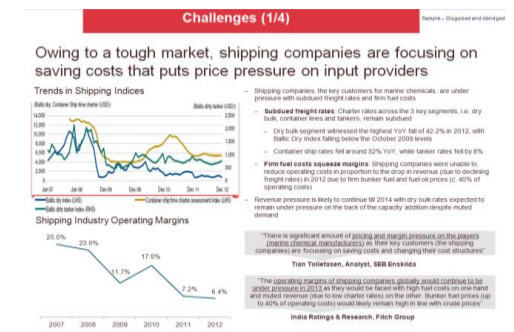


We completed the project by adopting a phased approach

- Phase 1: Gathered information on market structure and trends by conducting secondary research, leveraging journals, news articles, company websites and industry specific databases
- Phase 2: Identified high growth markets by conducting a detailed analysis on growth drivers and their impact on marine chemicals industry

- Phase 3: Assessed the purchasing behaviour of key customers across regions and analysed their purchasing pattern
- Phase 4: Created a summary matrix to compare the identified opportunities across different markets

Sample Output



Results / Value-add



Helped the client in identifying hidden opportunities across regions

The client used the customer insights and analysis provided by RocSearch to develop its regional market strategies