



Case Study

Assessment of Addressable Market for Luggage Tracking & Travel Insurance



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About the Client



- Leading airport retailer, operating across 22 airports globally, specialises in wrapping services for protecting and tracking the luggage

Client Objectives / Goals



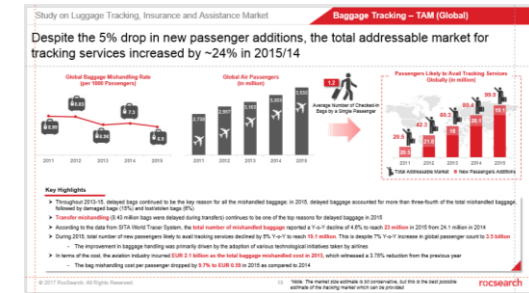
- As part of its expansion strategy, the client wanted to diversify in terms of product and geography. It planned to start operations in new airports and to launch a tracking application with new/additional features (insurance and assistance), targeted at the markets it operated in
- It engaged RocSearch to conduct a thorough assessment of the luggage tracking and travel insurance market

Approach and Methodology



- RocSearch followed an integrated approach, leveraging its extensive primary research capability
- Secondary research, however, remained our mainstay and industry specific sources and company websites were leveraged significantly
- Developed an understanding of the value chain with respect to the key stakeholders, business models and channel dynamics
- Region-wise TAM assessment model was developed, taking into consideration multiple hypothesis and statistics such as passenger movement, baggage handling, etc.
- Expert interviews, along with 20+ primary interviews, were conducted to triangulate the addressable market and validate the findings
- Conducted deep-dive analysis to understand the business models, channel structure and service offerings of the tracking and insurance players

Sample Output



Results / Value-add



The inputs from the study helped the client in developing the app, with added features

The client selected the target countries for expansion based on the recommendations made by RocSearch