

Case Study

**Market Assessment of the Perimeter Security
and Fencing Industry in the US**



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About the Client



- The client is a UK-based private equity firm, with offices in the US, Europe and Asia

Client Objectives / Goals



- The client wanted to invest in the US perimeter security and fencing solutions market
- They asked RocSearch to assess the nature of the market – (consolidated/fragmented), market size and growth, key trends and drivers, etc.
- Also, identify the major players by revenue or market share; look at their product offerings and geographic reach; and prepare profiles of the top players

Approach and Methodology



- Leveraged various secondary research sources including proprietary databases, company websites, government websites, and security industry news to collate insights
- Triangulated the market size estimates from various reports, while interacting with the industry experts to estimate the current and future market growth
- Prepared a product mapping framework to map the products offered by key players and identified white spaces for potential growth opportunities
- Conducted limited primary research with the industry participants (such as key players and associations) to validate overall study findings and obtain ground level insights

Sample Output



Results / Value-add



The study findings helped the client understand the market structure and growth potential of the US perimeter security and fencing solutions market

The list of potential targets for investment shared with the client helped them in narrowing their focus and strategizing accordingly