

**Case Study**  
**Market Assessment of the Global Metal**  
**Casting Industry**



# Case Study

## Market Assessment of the Global Metal Casting Industry



### About the Client



- The client is a pattern making and job foundries company
- It provides products and services to the metal casting industry
- The client primarily caters to customers in Europe

### Client Objectives / Goals



- As part of the company's growth strategy, the client was looking at expanding its market presence outside Europe
- It wanted to understand the global metal casting industry, identify regions of high metal casting production and the key players in the global market

### Approach and Methodology

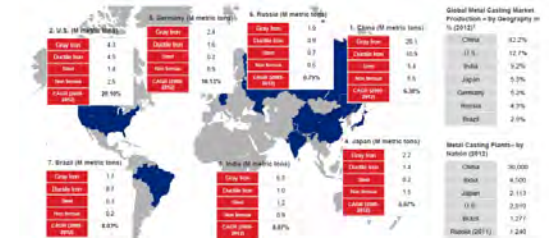


- Analysed the metal casting market by studying the industry structure, historical performance and future demand forecast
- Identified the major trends, challenges and drivers, along with their impact
- Listed the top 10 metal casting countries by production
- Identified countries with rising demand for metal casting products
- Identified the top seven metal casting producers globally, along with their growth rate and their regional presence

### Sample Output



Global Metal Casting Market: Top 7 Producers (2012)  
China and the U.S. are the top two metal casting countries in the world, accounting for almost 55% of global production



### Results / Value-add



The client formulated their expansion strategy, prioritising the regions and the rank order, basis our study

Aided the client in identifying key potential customers for its products