

Case Study  
Opportunity Assessment in Global Marine  
Chemicals Industry



# Case Study

## 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

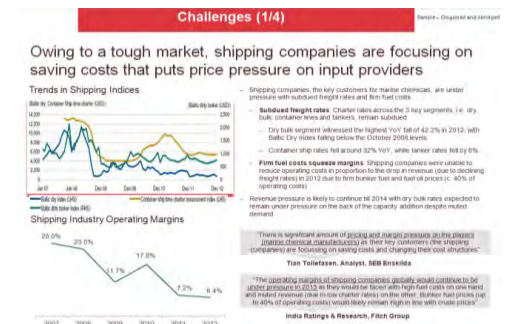


We completed the project by adopting a phased approach

- 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