Detailed Analysis of North American Rubber Goods Market

Overview

A global carbon black producer required in depth analysis of the North American Rubber Goods segment with historic, current and forward projections for compounding volumes and carbon black demand.

Objectives

Produce an Excel Workbook with compound and carbon black demand broken down by consumer with further filtering by country, state, category, subcategory and compounding type.

Provide two sets of data to the above format, the first representing maximum capacities and the second representing market adjusted capacities.

Provide data for the year range 2011 to 2030.

Actions

- Extensive use was made of RCCL's Global Tire & Rubber Chemicals Database©
    - Existing information for North America was reviewed as follows:
        - A full sweep of consumers was made ensuring information reflects current and future practises
        - Parameters for market projections were reviewed and updated
        - Test reports were compared to previous versions for consistency
        - Final reports were generated
    - Pivot Tables were produced for compound and carbon black volumes, these pivot tables were broken down by:
        - Consumer
        - Year
        - Countries, States and Plants
        - Industrial Category (Automotive, Construction etc.)
        - Sub Category (Auto – AV, Auto – Belts etc.)
        - Mixing Type (Custom or In-house)
- Data was reported in an Excel Workbook with user instructions

Outcome

The final Excel Workbook report was provided to the required deadline.

Client questions were covered in a follow-up telephone call.