



Market Support for Novel Sustainable Filler

Overview

A client required assistance determining the competitive environment and market opportunities for their novel sustainable filler.

Objectives

- Quickly Assess and Understand the Properties and Performance of the Novel Filler
- Determine and Assess the Competitive Landscape
- Analyse Market Opportunities for a Given Geography
- Manage Approach to Key Target Customers in Given Geography

Scope

- Review, Question and Understand Current Technical Knowledge
- Assess the Competitive Landscape
- Analyse Market Opportunities
- Manage Approach and Sampling of Target Customers

Actions

- A full assessment was done on existing technical understanding in a two-way process reviewing technical data and marketing literature
- The competitive landscape for a specific geography was assessed in order to identify opportunities and threats. This provided baseline pricing indicators for specific sectors and applications
- Market opportunities for specific sectors and applications were analysed in detail for the chosen geography
- Potential customers were approached and a sampling roll-out scheme was managed.

Outcome

The client was provided an enhanced view of the competitive landscape, including prevailing market prices for competitive materials. Customers were approached in the target region and a sampling program was initiated. The client has subsequently taken over management of the program.