



CASE STUDY

Understanding the Market Landscape for Floating Solar



Client

An Offshore Drilling Company



Industry

Industrials



Solution

Market Landscape



Region

APAC





OBJECTIVE AND SCOPE

The client, a specialized offshore drilling firm, wanted to explore the feasibility of entering the floating solar energy space. It wanted Benori's support for understanding the global market landscape of floating solar, and making a go or a no-go decision based on:

- The current and future market scenario
- The entire value chain and the presence of various players across the value chain
- A detailed Porter 5 forces analysis to understand the market structure and the major decision-makers





APPROACH



We conducted in-depth secondary research in order to analyse the value chain, market dynamics, and the major players. Based on our research, we also created a very detailed and in-depth Porter 5 forces analysis detailing the decision-making power of the different stakeholders and the structure of the market. We also studied the various players and created short profiles of them.



METHODOLOGY



**Secondary
Research**



**Primary
Research**



**Data
Modelling**





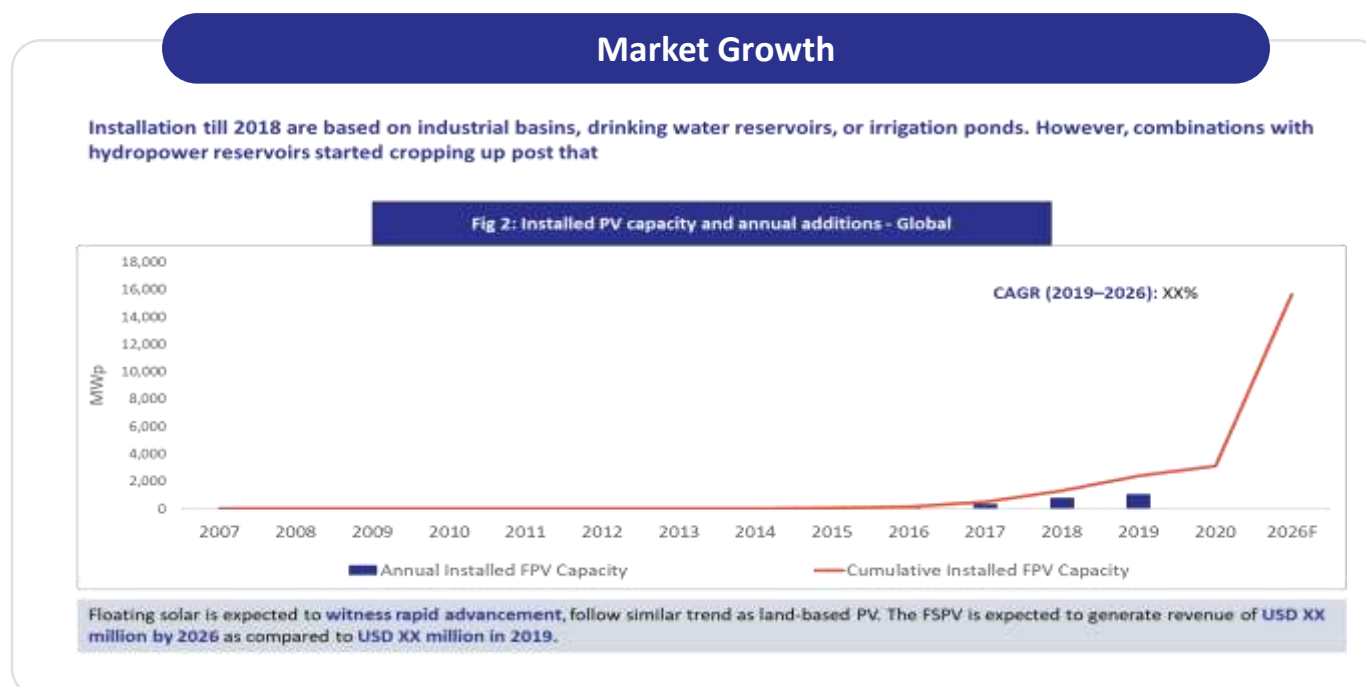
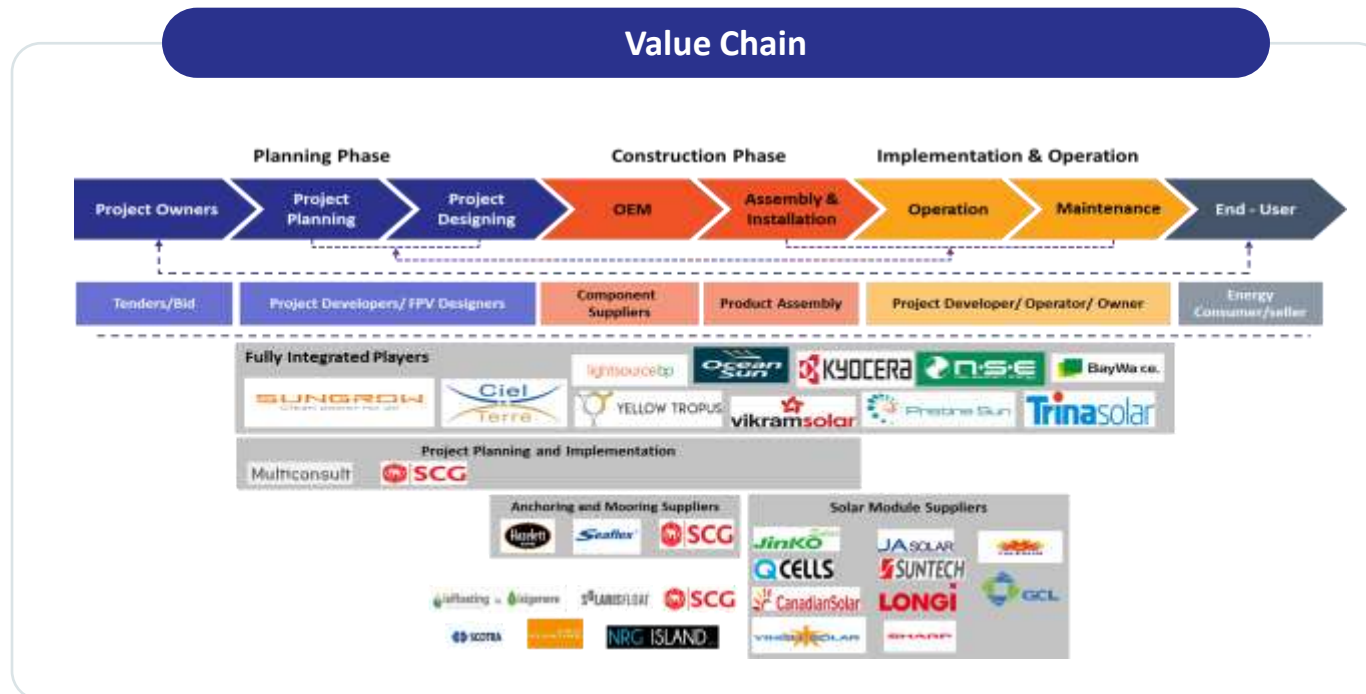
Impact

The actionable insights helped the end client in:

- Understanding the market landscape and growth prospects
- Evaluate the key stakeholders and their decision-making power across the value chain
- Deciding on a go or no-go strategy



Sample Output



About us:

Benori is a trusted partner for knowledge solutions across the globe, serving clients from a wide range of industries including Professional Services, Financial Services, Consumer & Retail, Technology & Internet, Industrials & Manufacturing, and more. Our customized solutions strengthen the insights value chain of our clients, empowering them with key insights needed to drive intelligent decision-making and accelerate growth.

Headquartered in India, Benori is uniquely positioned to deliver multilingual research needs of global clients, powered by its digital agility, deep research capabilities and a highly experienced leadership team. Adopting a 360-degree approach, our team employs a combination of diverse methodologies including primary research, secondary research and data modeling, and offers detailed foresight on market trends, competitive shifts, regulatory changes and technological advancements.

Powering Growth Through Knowledge

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