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CASE STUDY

Assessing the Engineering Plastic Landscape in India



OBJECTIVE AND SCOPE

The client, a leading chemical manufacturer, sought to enter the India engineering plastics market. For this, it wanted Benori's assistance to conduct a study on the market with a focus on:

- Understanding the market landscape, growth prospects, import analysis, and product pricing
- Understanding the value chain of end-use industries
- Profiling key competitors, evaluating factors such as revenue, manufacturing sites, product range, distributors, and primary customers
- Identify key trends, growth drivers, challenges, localization efforts, recent developments, growth opportunities, and detailed usage scenarios for target product within each application area





APPROACH

Our approach involved gathering insights about the target product and its demand markets. This involved leveraging various sources, including free and paid EXIM databases, industry reports, articles, and blogs. We developed a market-sizing model, value chain, and competitor's assessment through this data. Additionally, interviews with several distributors and industry experts were conducted to gauge the prospects and competitiveness among the players.



METHODOLOGY



**Secondary
Research**



**Primary
Research**



**Data
Modelling**





IMPACT

The research helped the client in:

- Understanding the market dynamics and future growth prospects for engineering plastics
- Knowing market players, their initiatives, and targeted customers
- Developing their strategies for business expansion and tapping new revenue streams

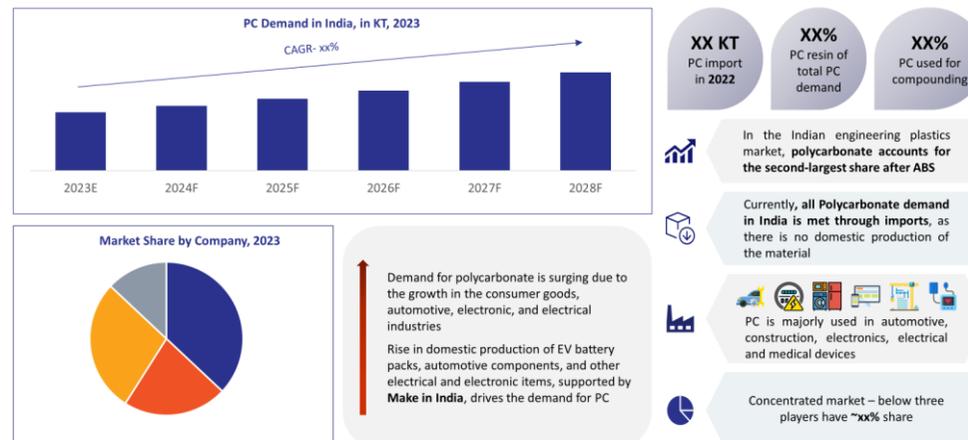


SAMPLE OUTPUT

Company Profiling

Consolidated Polycarbonate Demand in India

Demand for polycarbonate in India is experiencing growth, driven by various end-use industries and a surge in domestic production



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Trade Analysis

Automotive Industry in India

The Indian automobile market is segmented, has significant production, substantial GDP contribution, and notable domestic sales and exports in 2022-23



Sources: SIAM 2022-23, etc

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