

Case Study

Opportunity Assessment for Wastewater and Water Treatment Chemicals in Vietnam

CLIENT

A leading multinational engaged in manufacturing of industrial materials, chemical, and petrochemical products engaged Aranca to assess the market for water and wastewater treatment (WWT) chemicals in Vietnam.

RESEARCH METHODOLOGY

Desk research; 40+ telephonic and 15 face-to-face interviews with manufacturers & distributors of chemicals, EPC companies, WWT plants.

RESEARCH DELIVERABLES

Phase 1

- **Sector Analysis:** Historical and forecasted market size of WWT industry (by plants, capacity, and utilization), key technologies
- **Segment Analysis:** Identifying various chemical categories and estimating historical and forecasted market size of WWT chemicals
- **Chemical Category Shortlisting:** Identifying chemical categories having highest demand, key demand centers and shortlisting 3-4 chemical categories

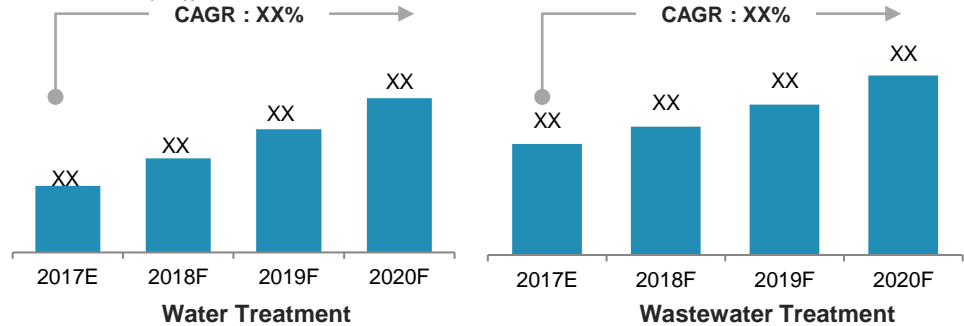
Phase 2

- **Demand and Trade Analysis:** Identifying key chemicals, mapping of key applications, dosage/usage rates of key chemicals, trade statistics for key chemicals identified
- **Supply Side Analysis:** Historical and current production of identified chemical categories, understanding existing market structure, mapping industry value chain, and distribution channel, price and margin analysis of key chemicals
- **Opportunity Assessment:** Identifying overall market opportunity and key demand centers, forecasting demand-supply gap

SAMPLE ANALYSIS TEMPLATES

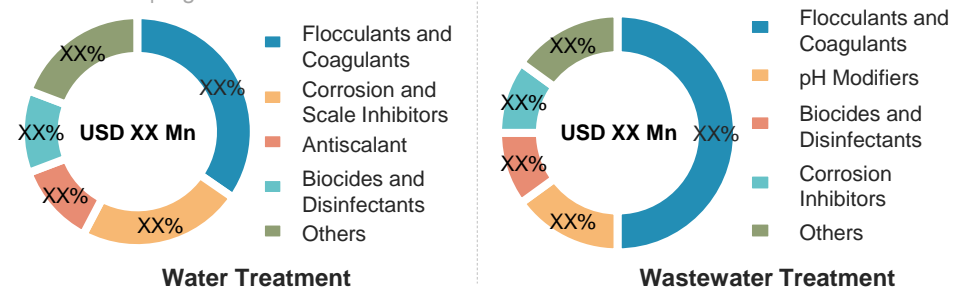
Water and Wastewater Treatment Chemical Market Size

2017E–20F | Figure in USD Mn



Water and Wastewater Treatment Chemical Market Size, By Category

2017E–20F | Figure in USD Mn



End Use Application of Shortlisted Chemicals

Chemical Name	End Segment	Municipal Water	Industrial Water	Municipal Wastewater	Industrial Wastewater
Chemical 1	Scale Inhibitor	●	●	●	○
Chemical 2	Coagulant	⦿	⦿	●	●
Chemical 3	Biocides	○	⦿	○	●

● Used ○ Not Used ⦿ Medium Use