

Case Study

Opportunity Assessment for Select Construction Chemicals in Saudi Arabia

CLIENT

A leading producer, distributor and retailer of comprehensive range of chemical products in GCC region engaged Aranca, a leading customized research & consulting solutions provider, in assessing the market for Methylcellulose (MC) and Latex powder (RDP) in Saudi Arabia

RESEARCH METHODOLOGY

Desk research, 35–40 telephonic interviews with key industry players

RESEARCH FRAMEWORK & DELIVERABLES

Market Assessment

- Historical and forecast market size for methyl cellulose and latex powder and its split by key end use applications
- Pricing analysis of the identified products with its substitutes
- Value chain analysis
- Detailed understanding of trends, regulations, growth drivers and recent developments

Supply Side Analysis

- Understanding the competitive market structure
- Sales/distribution model adopted in the region
- Target end use industries and applications

Demand Side Analysis

- Identification of potential end users, alternate/substitute products and also understanding the adoption level of MC and RDP

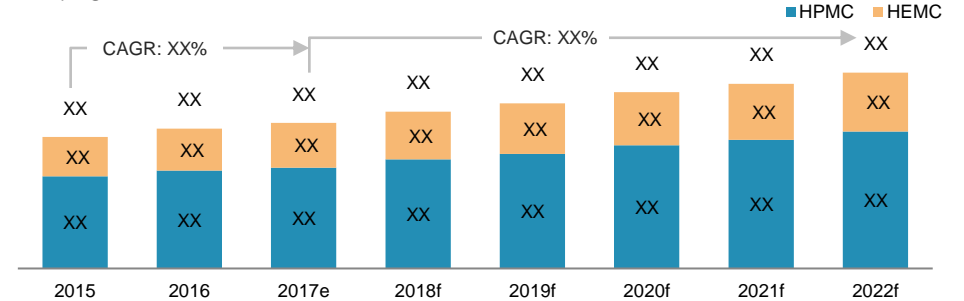
Opportunity Assessment

- Understanding the overall distribution opportunity
- Understanding the resource requirement

SAMPLE ANALYSIS TEMPLATES

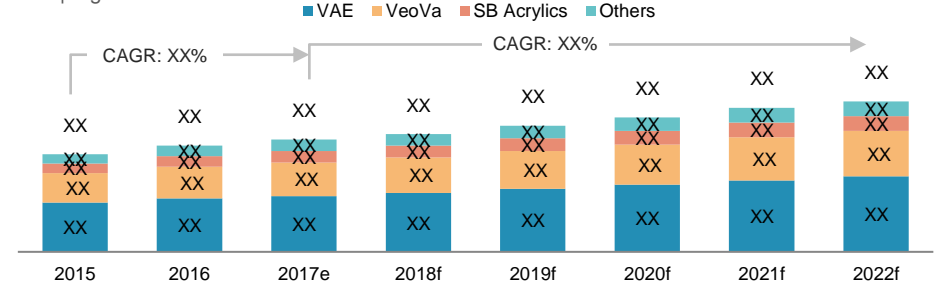
KSA Methyl Cellulose Market : By Type

2017| Figures in Kilo Tons



KSA Latex Powder Market : By Type

2017| Figures in Kilo Tons



KSA: MC and RDP – Value Chain

