

# Case Study

## Go-to-Market Strategy for Bio-based Monomers, Oligomers and Epoxy Resins

### CLIENT

A leading specialty chemicals and high-performance activated carbon materials manufacturer, has developed a line of bio-based functional monomers, oligomers and resins using crude oil derivatives (CTO). The functionality of these are epoxies, acrylates and alcohols, with the prime focus being on epoxies. The Client engaged Aranca to undertake an assessment of the global epoxy resins market and assess the potential for bio-based resins going ahead.

### RESEARCH METHODOLOGY

Desk research; ~55-60 telephonic interviews with feedstock suppliers, resin manufacturers, end users, bio-based epoxy resin manufacturers, formulators and subject matter experts.

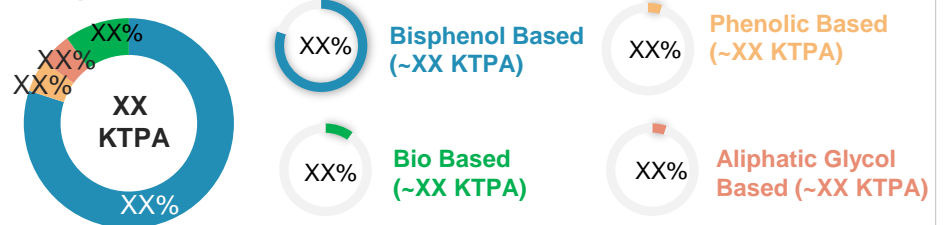
### RESEARCH DELIVERABLES

- **Market Assessment**
  - Historical and forecasted global epoxy resin market segmented by chemistry (bio-based, polyurethane etc.), regions
- **Value Chain Analysis and Competitive Landscape**
  - Mapping of the industry value chain
  - Roles and responsibilities of key participants
- **Pricing Analysis and Voice of Customer**
  - Existing price structure for synthetic and bio-based epoxy resins
  - Industry trends, price fluctuations and present supplier details
- **Opportunity Assessment**
  - Overall and addressable market opportunity, key regions

### SAMPLE ANALYSIS TEMPLATES

#### Epoxy Resins Market: Split by Chemistry

2019 | Figures in KTPA



#### Epoxy Resin: Competition Intensity

##### Key Players



Top 5 Players

XX-XX% of volume

Key Players produce more than XX% of the world's epoxy resins.

Other Players

XX-XX% of volume

BASF, Arkema, Evonik, Sherwin-Williams etc.

#### Crude Oil Price vs. Epoxy Resin – Pricing Trend

