HELPED CLIENT TAP INTO
USD 19 BN OPPORTUNITY
FOR FORMING MACHINE TOOLS

MARKETSANDMARKETS™

Client's Goals

Client engaged Markets and Markets to help them identify revenue potential of forming machine tools in the US, Germany, Italy, Japan, and China. Our insights helped in defining and solving of a series of problems for the client. Two of the key problems solved were-

- Understanding of lucrative opportunities in different machine types
- Building of a value proposition for target customers

Our Approach

As a part of our engagement model, access to all related high-growth niche markets were given to the client on KnowledgeStore, our AI-based market intelligence platform. Further, our analyst hours were used to understand the shifting revenue sources in client's and client's clients' ecosystems. Our insights helped in the identification of five countries that were the primary revenue areas for our client's client in end-use industries such as automotive, aerospace & defense, mining, steel and engineering, construction, and machinery. Our engagement entailed interviews with multiple potential customers in these end-use industries to understand their unmet needs, possible use cases, and their perspective on metal forming machine tools (shearing machine, bending machine, rolling machine, punch press machine, and hydroforming machine).

Further, analyst hours were also utilized to help the client build an understanding of the metal forming machine tools market. Our client services team helped the client to achieve its revenue goal by devising a differentiated product offering and forging a suitable alliance to secure revenue streams and create revenue impact.
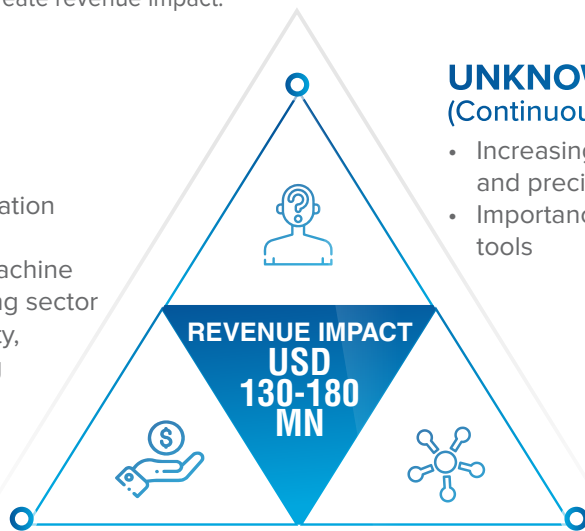
REVENUE SHIFT

- Rising demand for automation using CNC machine tools
- Increasing demand for machine tools across manufacturing sector
- Increasing need for quality, precision and time saving

UNKNOWNS
(Continuous)

- Increasing use of sensors for high automation and precision
- Importance of OEM transducer for CNC machine tools

REVENUE IMPACT USD 130-180 MN

INTERCONNECTIONS
(Y/YC/YCC)

- CNC machine tools
- OEM pressure transducer
- Flexible shafts

REVENUE SHIFTS IDENTIFIED

Manufacturing Industries are largely dependent on the machine tools for production purposes wherein the industry is moving more towards automation using CNC machine tools for quality, precision and time saving. These factors are presumed to cause shifts in revenue sources of client and its clients.

INTERCONNECTIONS

The growth of the manufacturing industry has generated demand for faster production. This, in turn, is poised to increase demand for CNC machine tools precision with components like Flexible shafts and OEM pressure transducer (sensor). As a result, the demand for machine tools with these components is likely to increase.

UNKNOWNS IDENTIFIED

Our insights revealed that OEM pressure transducer will be important component of CNC machine tools as sensors are widely used to achieve high automation and high precision.

Revenue Impact

Our insights helped the client to tap into USD 19 billion markets for the next five years from our recommendations, with estimated potential of USD 130–180 million.

USD 19 BILLION

ESTIMATED USD 130-180 MILLION