

# CASE STUDY: AN US\$ 4.6 BN CHEMICAL MANUFACTURER FOUND NEW APPLICATION AREAS FOR THE GUAYALE RUBBER SEGMENT TO CREATE A USD 200-250 MN REVENUE IMPACT

IDENTIFY NEW APPLICATION AND END USE INDUSTRY



## BACKGROUND

Our client is a prominent chemical manufacturing company with a market valuation of US\$ 4.6 billion that specializes in various industrial solutions, including olefins, aromatics, phenol, acetone, etc. In addition, the company manufactures polyethylene, styrenics polymers, elastomers, as well as polymers from recycled plastics. It serves many industries across the globe, namely construction & pipes, electronics, packaging, medical & closures, automotive & transportation, furniture, and polymer modification.



## SOLUTION

We leveraged our market intelligence cloud, KnowledgeStore, in order to help our client evaluate the technical and commercial fitment of the company's product to high potential markets. The incremental revenue impact over five years was achieved with the help of -

- The Existing solutions → New applications for existing customers
- Existing solutions → New end-user customers
- New solutions → New and existing customers\

Furthermore, to better understand the scope, we conducted a study and ventured into some of the high potential application areas. This is what we identified -



## CONCLUSION

With the help of MarketsandMarkets's in-depth market analysis, the client was able to achieve its revenue growth objectives - as high as reaching USD 200-250 million within the projected timeline. Further to this, with our research, the client could discover the upcoming market trends and other revenue growth opportunities.



## BUSINESS GOALS AND CHALLENGES

MarketsandMarkets assisted the CSO, who was the BU head of the new product development team of the \$3 billion polymer business, in identifying new opportunities within the natural rubber (guayule rubber) segment. The client wanted to understand all the potential applications for guayule rubber, customers' preferences, standards, and regulations - pertaining to its product, and the competitive landscape (both at a global and regional level).

WE ARE HELPING OUR CLIENT ACHIEVE HIS GOAL OF FURTHER VENTURING INTO HIGH POTENTIAL APPLICATION AREAS  
Clients Annual Revenue, US\$ Billion

