

# CASE STUDY- LEADING SCANNING ELECTRON MICROSCOPE (SEM) MANUFACTURER FIRM IDENTIFIED USD 80 MN REVENUE POTENTIAL BY TAPPING INTO THE ENTRY-LEVEL SEM SEGMENTS

PRODUCT  
MARKET FIT  
ANALYSIS



## BACKGROUND

The client is a prominent scanning electron microscope (SEM) manufacturing company specializing in ion chromatography, liquid chromatography, gas chromatography, and spectrophotometer across different sectors. It also deals in various industry solutions like scanning electron microscope (SEM), transmission electron microscope (TEM), spectrophotometer, refractometers, and benchtop instruments. The industries it serves are –

- Chemicals & Materials
- Automotive & Transportation
- Electronics
- Batteries
- Commercial Laboratories
- Educational Institutions
- Government Institutions

## BUSINESS GOALS AND CHALLENGES

The CMO indicated that the company's revenue growth declined from 2018 to 2019 (4.9%). This was compared to its growth from 2017 to 2018 (16.4%). In fact, steep declining annual sales were found globally in the Entry Level SEM (EL-SEM) market, most notably in North America. Even there was a lack of expertise and feedback from entry-level customers on using EL-SEMs (with or without EDS) in the Far East market. The client also faced increasing competition from major EL-SEM and tabletop SEM manufacturers, including Jeol and Hitachi.

## CONCLUSION

MarketsandMarkets helped this scanning electron microscope (SEM) manufacturing company achieve its revenue growth objectives with the help of thorough research and in-depth market analysis. With this, the client was able to detect the upcoming market trends and new partnership opportunities for the next 2 years.

## SOLUTION

We leveraged our market intelligence cloud, KnowledgeStore, in order to help our client achieve an incremental revenue impact of USD 80 million by the end of 2025. In addition, we drove the possibility of finding an innovative solution that was conducted with the help of

- Existing solutions → New applications and new customers (Automotive, Chemicals & Materials, Commercial Laboratories)
  - New solutions (New range of EL-SEM) → New and existing customers within Automotive & transportation, chemicals & materials, electronics, commercial labs, etc.
  - New solutions (New range of EL-SEM) → New sub-applications within key industries including automotive, chemicals & materials, batteries, and electronics
- In fact, our recent study indicates the following trend in the market –

