

EXAMPLES*

» **Market analysis, micro motors, Europe**

Our customer was planning to enter the micro motor market because trends like miniaturisation, automation and energy efficiency mean that greater growth potential could be expected there than in the large-motor segment. Using desk research and expert interviews, SVP prepared a comprehensive analysis of the market potential, market development, competitive landscape and target customer structure. The analysis was complemented by a series of interviews with target customers that made it possible to gain far-reaching insights into their needs. To understand the degree of automation of the production processes, we also carried out a comprehensive supply chain analysis.

» **Market study on sensor applications**

We investigated the applications, market potential and market volumes for a newly developed sensor made of a more cost effective synthetic material for a customer. SVP also analysed the product features relevant for decision making. In addition to a workshop, extensive conjoint analyses based on an online survey of retailers and target customers were prepared.

» **Market entry study, sanitary fittings, Switzerland**

A sanitary fittings manufacturer was considering entering the Swiss market so a comprehensive analysis of the final customer market (retailers) was needed. As part of this project, we investigated and analysed the distribution levels in particular. A description of the market potential, the trends and competitive landscape were also required as basic information. In addition to secondary market research, extensive interviews with retailers and manufacturers were carried out.

» **Market and competitor analysis, intake systems, NAFTA, Europe**

The focus was on determining the size of the market, with little readily available information. To do so, an extensive analysis of the current application areas, the units in operation and the price margins was conducted. Market development was also a focus. Here it was important to find answers as to what possible areas of application would emerge, how the units would develop in these areas and what the drivers and barriers in the market were (downsizing, CO₂ problems, movement away from combustion engines, etc.). The extensive market analysis was completed with a competitor analysis identifying the key players, their market shares and customer segments.

» **Market analysis of the construction sector and electronics installations in India**

To facilitate and support decisions that needed to be made in connection with entering the Indian market, a potential analysis on investment volumes in India was needed. It was indispensable to being able to assess future market developments as well. In addition, we conducted a detailed analysis of the key players, their market strengths and market positioning. In order to understand how contracts were awarded for electrical installations in the Indian market, an extensive study was conducted using SVP's Indian partners and expert interviews.

» **Market analysis for flame retardant coatings & paints for wood worldwide**

The client needed market insights to help decide whether they should invest in the development of flame retardant coatings and paints through proprietary development or M&A. Analyses of the market size and market development were needed, as well as information about the degree of market saturation. In addition, the client wanted to know whether the use of flame retardant coatings and paints was considered necessary or still "nice to have" amongst architects and construction firms, etc. Using secondary market research, we were able to provide information about market data and trends in the coating and paints market. The construction industry was also studied and a SWOT analysis was prepared based on the market development and needs. The investigation of existing products (**Product Intelligence**), their features, applications and the key players in the market completed the market analysis.

** To protect our clients, we have only provided a general description of the product or issue we investigated in order to prevent any connection from being made to our clients and prevent strategic market changes.*