

Case Study: Identification of Key Chemistries of Coagulants & Flocculants for Water Treatment Chemicals

Client Detail:

- A leading chemical manufacturer focused on water intensive industries
- The client wanted to analyze the market scenario for Coagulants and Flocculants in the US and assess the key competition for the target products and understand their focus on the various chemistries of target products

Business Situation:

- The client wanted to gain in-depth understanding of the water treatment chemicals market in the US with a focus on Coagulants and Flocculants and gain insights on key participants
- The client wanted to leverage this study to increase its share in the water treatment chemicals market and to assess developments with respect to the key chemistries within the market

Assignment:

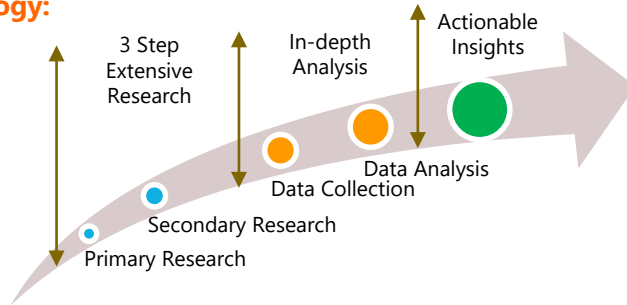
- Analyze the US Coagulant and Flocculent market with special focus on identifying key chemistries, market trends and competitive landscape and strategic recommendations
- Sizing of the key types of water treatment chemicals by volume and value, chemistry and competitor share
- Profiles of leading players involved in manufacturing of Coagulants and Flocculants

Datamatics Solution:

- The information contained in the report was based upon both primary and secondary sources
- Datamatics team segregated the study into four phases:
 - Primary research included interviews with Coagulant and Flocculent manufacturers, distributors, associations, end users and industry experts
 - Secondary research included an exhaustive search of relevant publications like newspapers, company annual reports, company websites and proprietary databases
- An exhaustive study was conducted to assess the "Coagulants and Flocculants market" on below pointers:
 1. US water treatment chemicals market, market share and forecast
 2. Market share
 3. Key chemistries
 4. Market trends and developments
 5. Competitive landscape and profiling of key players
 6. Key growth drivers
 7. Strategic recommendations

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Methodology:



Approach:

- The project started with in-depth secondary research from different news articles, company websites and reports, business journals and publications and various databases like OneSource, Factiva, etc. to understand market trends, market segmentation, information on key players and the overall market dynamics. These included data
- The secondary data was then validated by contacting key stakeholders in the water treatment chemicals market across the value chain such as dealers, authorized distributors,
- Datamatics also conducted telephonic interviews with chemical industry experts and associations to generate actionable insights

Study Outcome:

- The study was able to help the client in identifying high growth Coagulant and Flocculent chemistries. The study provided client with critical insights on the opportunities offered within the market which helped the top management take strategic business decisions

Project Plan:

- Datamatics identified the universe of players operating at each node of the value chain and devised a sample size to adequately capture market feedback

Value Chain Stakeholder	No. of Interviews
Manufacturers	7
Distributors & Dealers	30
End Users	20
Industry Experts and associations	3
Total	60

Analysis:

- Apart from the estimation of market forecast and opportunities prevailing in the market, Datamatics also analyzed below mentioned key components:
 - Changing market trends & emerging opportunities
 - Regulatory issues, legislations and authorities
 - Competitive landscape & strategic recommendation