Market Analysis and Opportunities in the Water Treatment Chemicals Market

Client Issue:

- A group of water treatment chemicals companies in Brazil partnered with Frost & Sullivan with the objective to obtain a detailed analysis of the market dynamics for several purposes: entering the market, better understand of competitive analysis, main trends and opportunities. The study supported the clients information needs in order to formulate the most effective strategy to conquer share in the market.

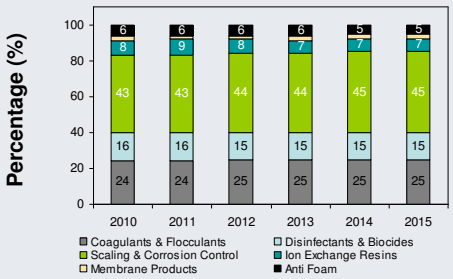
Frost & Sullivan Approach:

- Primary research with several companies was the main method of data gathering and was supported by secondary research (published and online material). The targeted respondent types included local and global suppliers and potential clients in different economic sector, such as oil & gas, mining, food & beverage, among others.

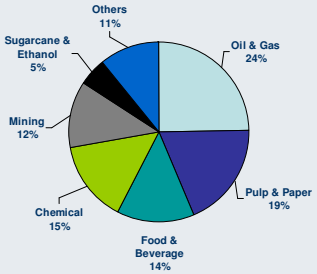
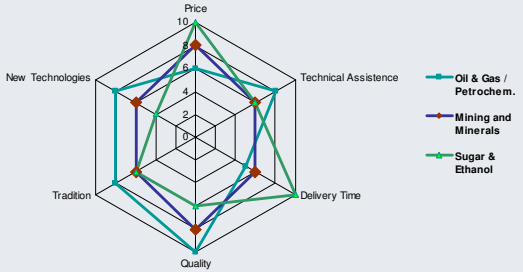
Results:

- F&S provided a strong market analysis on the companies acting in the market, both demand and supply side. A strong analysis of the drivers, restraints and challenges of the market, as well as analysis per chemical, and per client segment. These results provided a deep understanding of the market and its key variables.

Food & Beverage: Chemicals consumption



Water Treatment Chemicals demand forecast by industry (2010) - US$



Water treatment chemicals market: End-user indication of supplier preference