



# Strategic Growth Opportunities in FRP Poles Market

---

PRESENTED BY

Lucintel

---

DATE

June, 2020

---

Market Intelligence + Growth Consulting + Opportunity Screening + M&A Due Diligence + Benchmarking = **Your Company's Growth.**

[www.lucintel.com](http://www.lucintel.com)

## Lucintel - At a Glance

- Premier management consulting and market research firm. Founded in 1998.
- Deep global insights into major industries. Team of over 120 analysts / consultants across globe
- Management comprised of PhDs, MBAs, and subject matter experts. Head quarter in Dallas, USA.

Conducted 500+ consulting projects across industries for 3M, Audi, Dupont, Carlyle, GE, etc.

### Consulting Services



### Why Lucintel

**Trusted insights:** Reliable insights. Widely cited in Wall Street Journal, Financial Times, Forbes, etc.

**Clients we serve:** Over 1000 clients from 70 countries – Fortune 500 companies

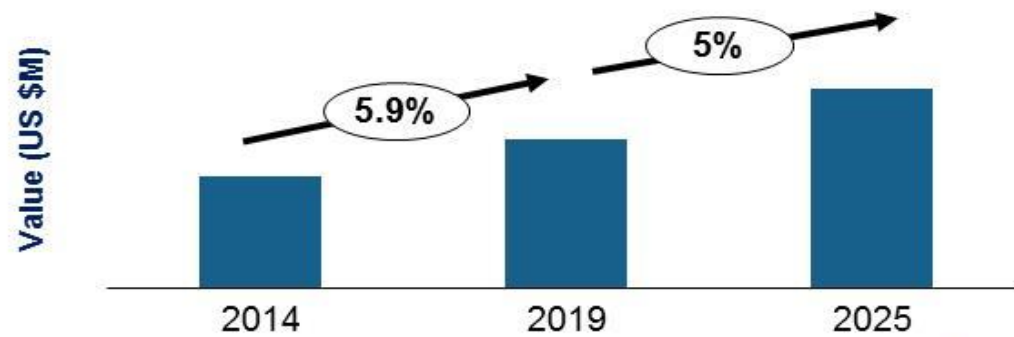
**Strategic advice:** Over 20 years of proven global strategic management consulting experience

### Industries Served



## Global FRP Poles Market is expected to grow at a CAGR of ~5% by 2025

Trends and Forecast for the Global FRP Poles Market (US \$M)  
(2014-2025)



Source: Lucintel

### Top Companies in FRP Poles Market

Valmont Industries

Petrofisa DO Brasil

Geotek Inc.

Strongwell

Europoles GMBH

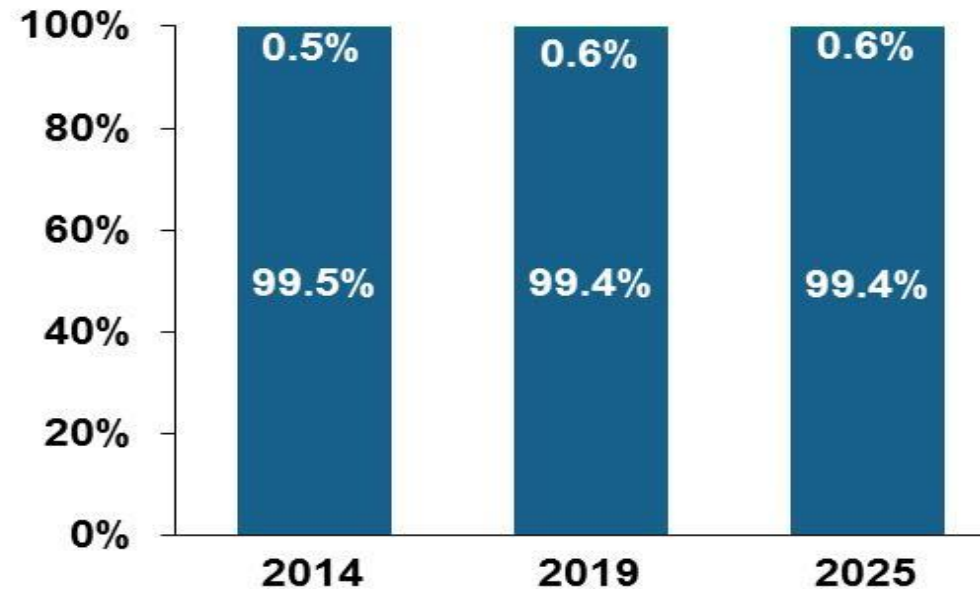
### Significant Opportunities for FRP Poles by End Use Industry, Manufacturing Process, and Material

End Use Industry	Process	Composite Material
<ul style="list-style-type: none"> <li>Power Transmission &amp; Distribution</li> <li>Telecommunication</li> <li>Lighting &amp; Other Industries</li> </ul>	<ul style="list-style-type: none"> <li>Filament Winding</li> <li>Pultrusion</li> <li>Centrifugal Casting</li> </ul>	<ul style="list-style-type: none"> <li>Fiber</li> <li>Resin</li> </ul>

## In terms of Overall Opportunity, FRP Poles Represents ~0.6% of the Global Utility Pole Market



**Global Utility Pole Market: 2014-2025**



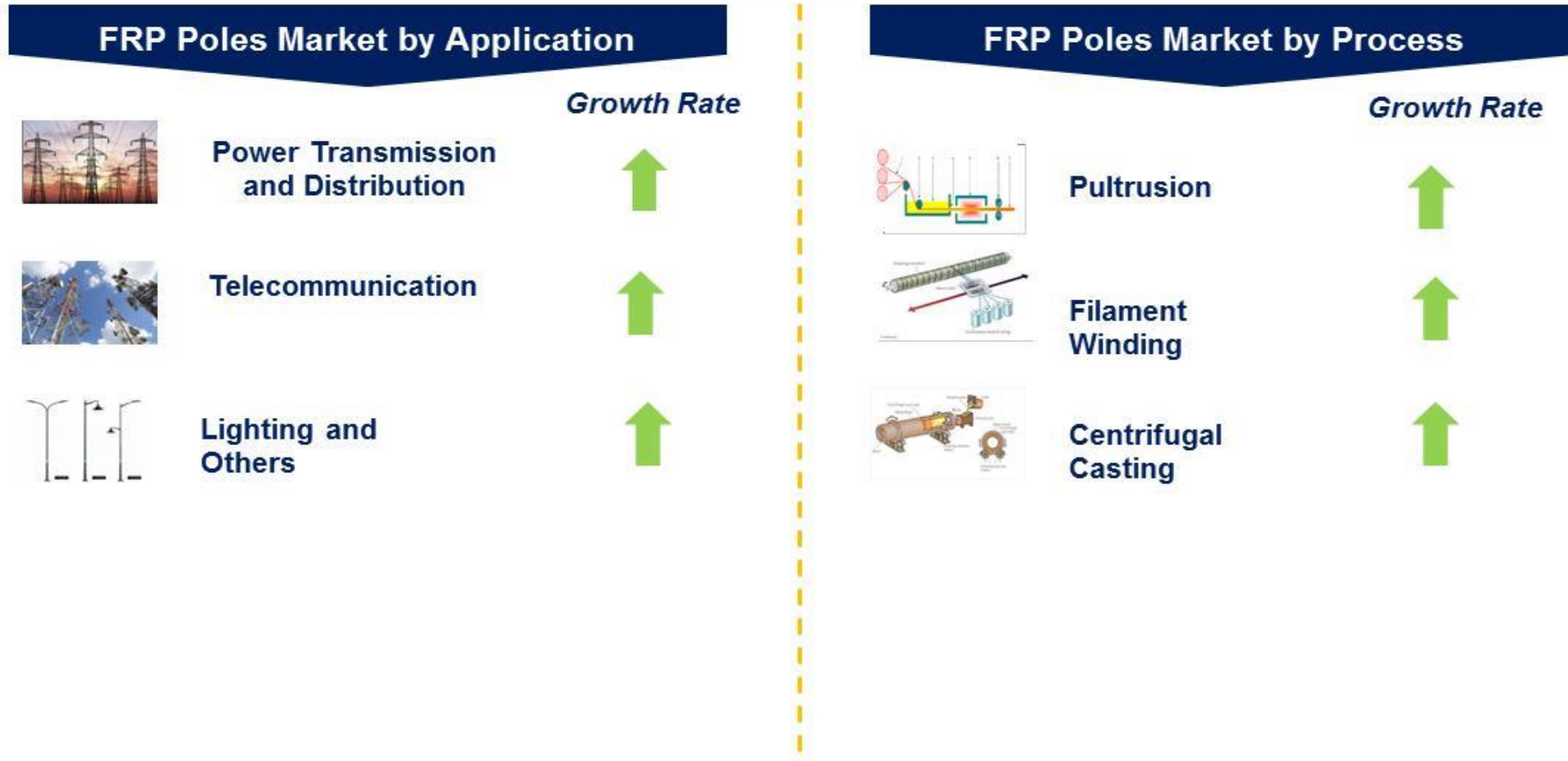
**CAGR (2019-2025)**

<span style="color: green;">■</span> Other Poles Market	~3.8%
<span style="color: blue;">■</span> FRP Poles Market	~5.0%

*Note: Others Pole includes (Steel, Wood, Concrete)*

**Source: Lucintel**

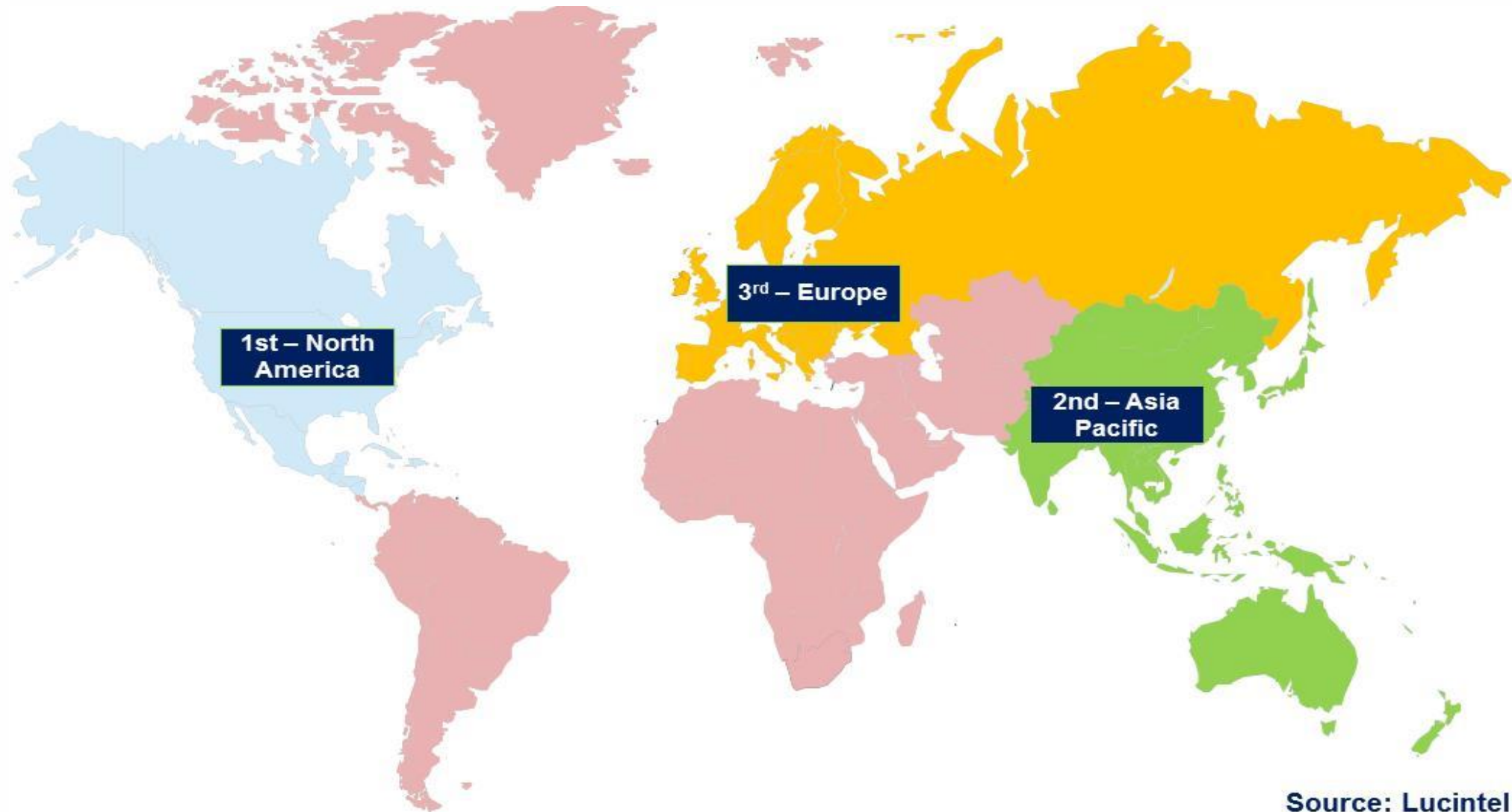
# In This Market, Power Transmission and Distribution is the Largest Application of FRP Poles, Filament Winding is Largest in Process



**CAGR (2019-25):**   
 Negative <0%   
 Flat 0%-3%   
 Growing >3%

Source: Lucintel

## In Terms of Regions, North America Provides the Largest Opportunity for FRP Poles Followed by APAC and Europe



## Ecosystem of the FRP Poles Market is Composed of Diverse Group of Companies

### Raw Material Suppliers ( Fiber and Resin)



### FRP Pole Manufacturers



### FRP Pole Installation Contractors



### End Use (Electricity Distribution, Telecommunication, and Others)



Source: Lucintel

## Depletion of Natural Resources and Low Lifecycle Cost are Major Drivers of This Market

### Key Drivers

**Depletion of Natural Resource:** Currently, metal and wooden poles are replaced by FRP poles as hurricanes, wildfires, floods and tornadoes damage these poles and FRP poles have unique advantage of not being affected by rot, corrosion, or UV rays. Administrations in many countries are putting emphasis on replacing metal and wooden poles with FRP poles

**Easy installation during recovery efforts:** FRP poles require less manpower and equipment to transport and can be installed in many remote areas that are prone to damage from pests and birds

**Low lifecycle cost :** With the longest life of 80 years, high strength to weight ratio and minimum maintenance during its life make the overall life cycle cost of FRP poles relatively low compared to other competing materials

### Key Challenges

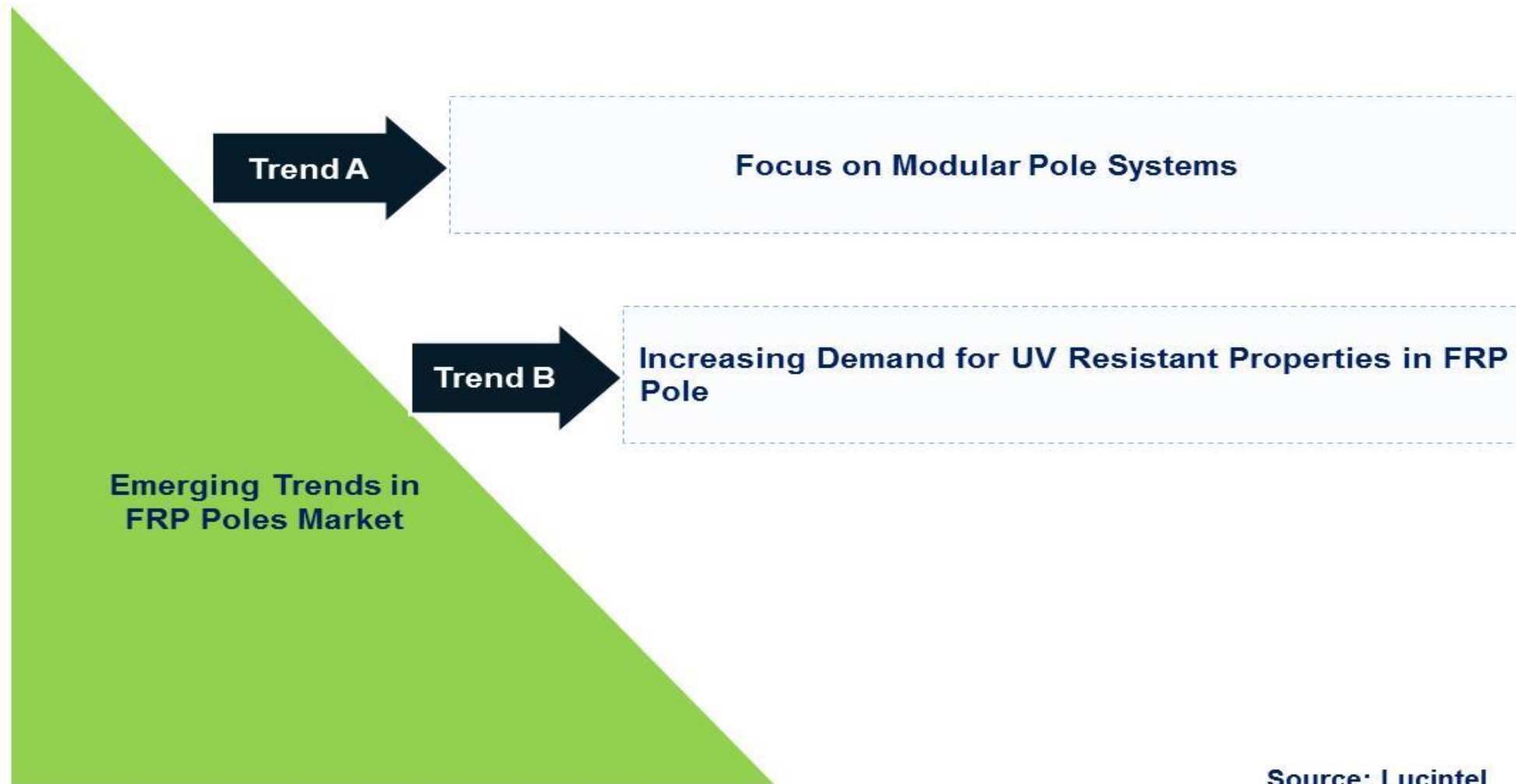
**High initial cost:** The key challenges that are preventing the FRP pole market development are high initial cost, domination of wood in the utility pole market, lack of track record of FRP poles, and lack of awareness among utilities

**COVID-19 Impact:** Coronavirus (COVID-19) is having a significant impact on businesses and the economy. End use industry growth will witness negative impact in the Year 2020 due to manufacturing lockdown, and labour shortage. Hence FRP pole market will also witness the negative growth.

Source: Lucintel



## Development of Modular Pole Systems and Growing Demand for UV Resistance Properties in FRP Pole are Some of the Emerging Trends in the FRP Poles Market



## Developing Capabilities in Manufacturing of Low Cost and UV Resistance FRP Pole Provide Strategic Growth Paths

### Strategic Considerations in FRP Poles Market

**Develop Capabilities**

- Players of FRP poles market can focus to increase their capabilities to fulfill the growing demand for UV Resistant Properties in FRP poles
- Investments to increase competencies in advanced technologies like Modular Pole Systems
- Research and development activities to develop low cost FRP pole

**Alliances / In-organic Expansions**

- Strategic collaborations/ acquisitions to increase geographical presence in the growing region such as China, India, and South Asian countries
- Collaborative activities to develop high strength to weight ratio and low cost FRP pole

**Source: Lucintel**

## These Insights are Based on Below Market Report from Lucintel. It can help you Identify New Opportunities by Various Segments and Regions

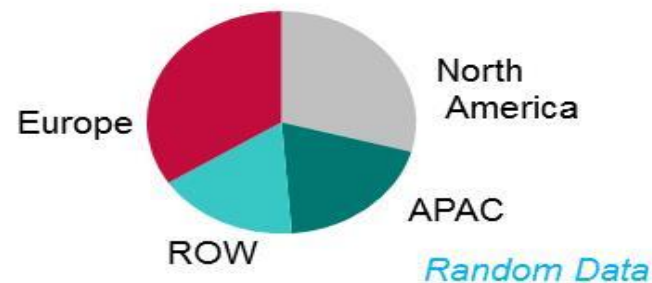
Click for detail: [https://www.lucintel.com/FRP\\_Poles-reportcolonopt-trends,-forecast-and-competitive-analysis.aspx](https://www.lucintel.com/FRP_Poles-reportcolonopt-trends,-forecast-and-competitive-analysis.aspx)



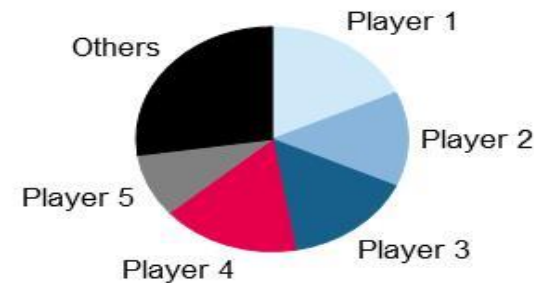
### Market Segment Analysis



### Regional Opportunities



### Market Share Analysis



### Other Coverage in Report

- *New Product Development*
- *Company Expansion*
- *Merger Acquisitions & JV*
- *Company Profiling*

**Note:** These insights are based on recently launched Lucintel's Report on FRP Poles Market, which has 150+ Page and over 100+ charts and tables. Lucintel also offers 10% free customization on above report based on your needs.

## Lucintel has an Extensive Toolkit to Address Strategic Questions



### Key Questions

- Is market space / opportunity of current product offerings sufficiently robust?
- Market is focus for many: how can my company profitably differentiate?
- Based on our core skills, where should we focus?
- Should we build or buy? Is build even an option?
- What game changer actions exist and/or is a more incremental approach best?
- What is the order sequence of market entry segments / products?

## Contact Us



**Sanjay Mazumdar, Ph.D.**

CEO, Author, & Strategist

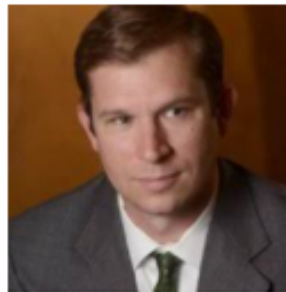
Email: [sanjay.mazumdar@lucintel.com](mailto:sanjay.mazumdar@lucintel.com)



**Eric Dahl, MBA, Harvard University**

Senior Executive Advisor

Email: [eric.dahl@lucintel.com](mailto:eric.dahl@lucintel.com)



**Brandon Fitzgerald**

Director of Client Engagement

Email: [brandon.fitzgerald@lucintel.com](mailto:brandon.fitzgerald@lucintel.com)



**Nigel O'Dea**

Business Development Manager

Email: [nigel.odea@lucintel.com](mailto:nigel.odea@lucintel.com)