



# Strategic Growth Opportunities in the Global Composites Industry

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PRESENTED BY

Lucintel

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

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- **Market Insights**
- **Market Needs and its Impact on Composites**
- **Future Market Disruptions in Composites**
- **Case Studies for Growth**









## Executive Summary

- **Global composite materials market was estimated at \$33.4 billion in 2019**
- **In terms of end products (wind blade, golf shaft, door panels, etc.) made using composites, market was estimated at \$93 billion in 2019 and is likely to grow with a CAGR of 2.4% to reach \$107.4 billion in 2025**
- **Global composites industry has been hit hard in 2020 due to COVID pandemic and is expected to decline by 15% in 2020**
- **To drive growth in the composites market, industry needs to work in following areas:**
  - Cost reduction in composite parts
  - Development of transformative technologies with reduced cycle time for various markets
  - Development of repair and recycling technologies
  - Enhancement of mechanical, chemical, and conductive properties of fibers and resins
  - Development of Green Composites
- **To win in various markets, there need to be innovations and partnership to address industry challenges**

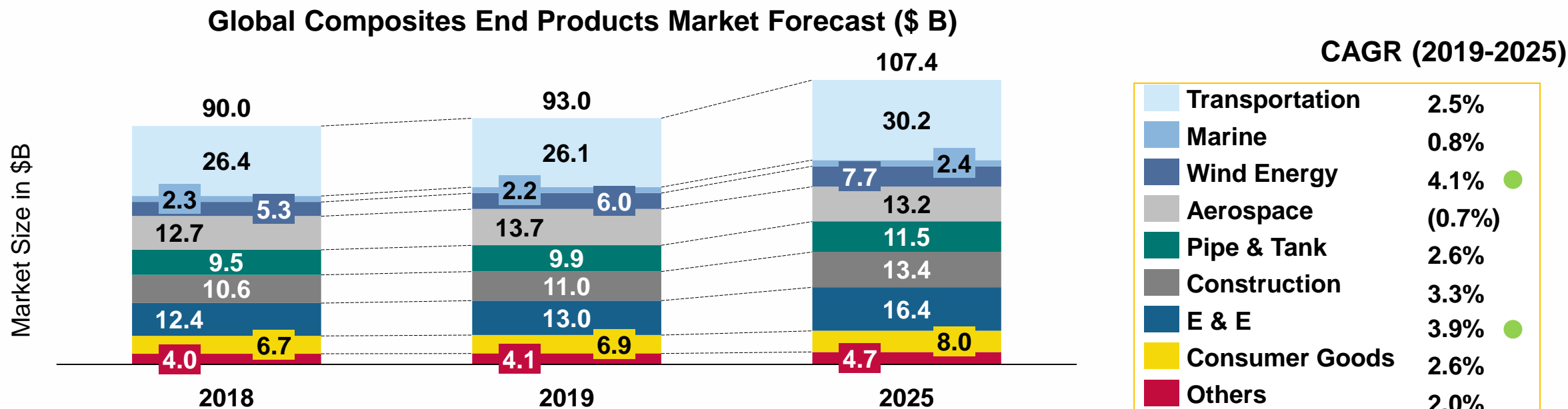
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# Composite Applications and Competing Materials in Major End Segments

Aerospace	Transportation	Wind Energy	Construction	Pipe & Tank	Electrical & Electronics	Consumer Goods	Marine
							
<ul style="list-style-type: none"> <li>• Fuselage</li> <li>• Wings</li> <li>• Control surfaces</li> <li>• Fan blades</li> <li>• Tail cones</li> <li>• Interiors</li> </ul>	<ul style="list-style-type: none"> <li>• Monocoque / Chassis</li> <li>• Body closures</li> <li>• Under the body</li> <li>• Interiors</li> <li>• Front cabin (train)</li> </ul>	<ul style="list-style-type: none"> <li>• Wind blades</li> <li>• Nacelles</li> <li>• Spinners</li> </ul>	<ul style="list-style-type: none"> <li>• Bathtub</li> <li>• Doors &amp; Windows</li> <li>• Pultruded profiles</li> <li>• Swimming pools</li> <li>• Pole</li> </ul>	<ul style="list-style-type: none"> <li>• Oil &amp; Gas</li> <li>• Chemical</li> <li>• Septic</li> <li>• Waste water, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Printed circuit board</li> <li>• Electrical enclosure</li> <li>• Fuses</li> <li>• Cabinets, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Golf shafts</li> <li>• Bicycles</li> <li>• Tennis rackets,</li> <li>• Fishing rods</li> <li>• Hockey sticks</li> <li>• Surfboard</li> <li>• Toys</li> </ul>	<ul style="list-style-type: none"> <li>• Hull</li> <li>• Deck</li> <li>• Mast</li> </ul>
<ul style="list-style-type: none"> <li>• Aluminum</li> <li>• Composites</li> <li>• Steel</li> <li>• Plastics</li> </ul>	<ul style="list-style-type: none"> <li>• Steel</li> <li>• Iron</li> <li>• Aluminum</li> <li>• Plastics</li> <li>• Composites</li> </ul>	<ul style="list-style-type: none"> <li>• Steel</li> <li>• Iron</li> <li>• Composite</li> </ul>	<ul style="list-style-type: none"> <li>• Concrete</li> <li>• Steel</li> <li>• Iron</li> <li>• Plastics</li> <li>• Composites</li> </ul>	<ul style="list-style-type: none"> <li>• Steel</li> <li>• Plastics</li> <li>• Concrete</li> <li>• Composite</li> </ul>	<ul style="list-style-type: none"> <li>• Plastics</li> <li>• Metals</li> <li>• Composite</li> </ul>	<ul style="list-style-type: none"> <li>• Plastics</li> <li>• Aluminum</li> <li>• Steel</li> <li>• Composite</li> </ul>	<ul style="list-style-type: none"> <li>• Composite</li> <li>• Aluminum</li> <li>• Steel</li> <li>• Wood</li> <li>• Plastics</li> </ul>

## Composites Consumption in Wind Energy is Expected to Grow at a Healthy Growth Rate in Next Six Years



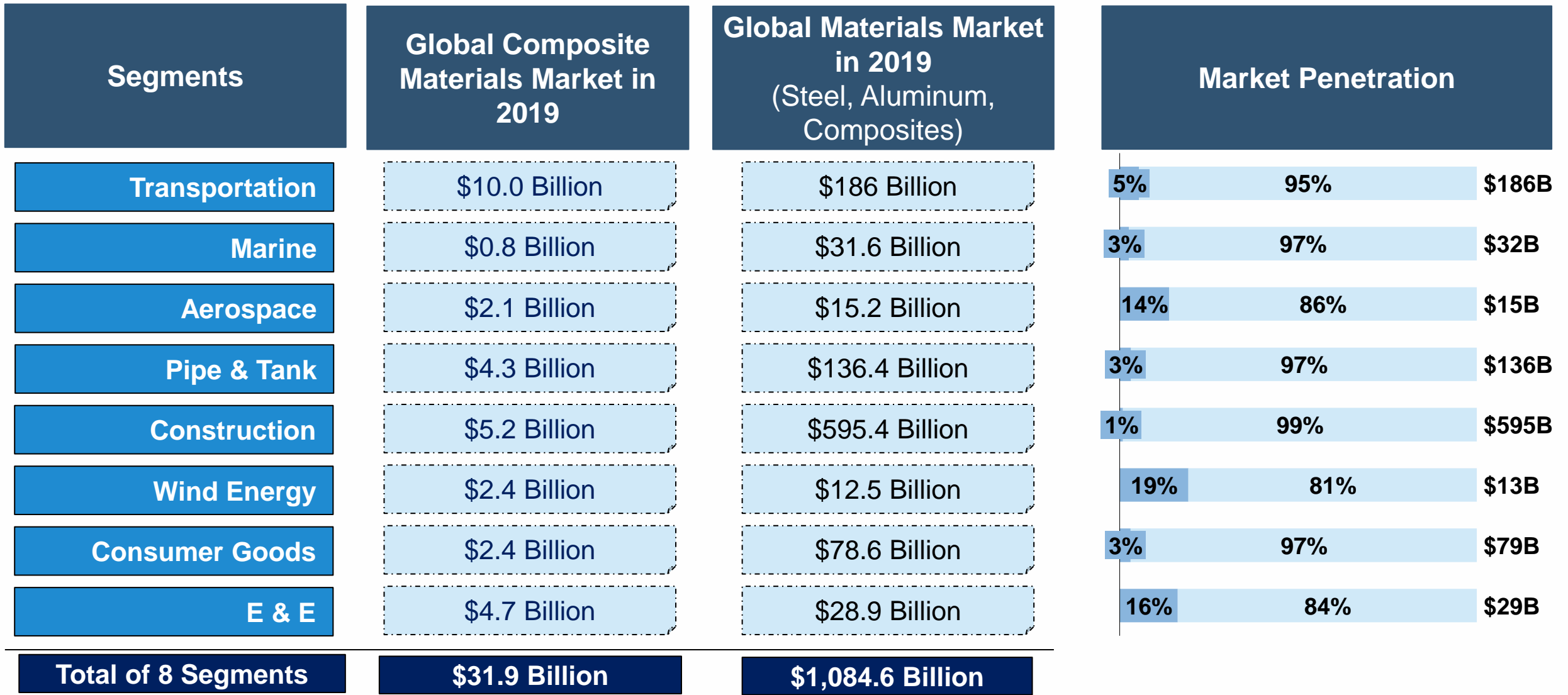
Source: Lucintel

Green color signifies high growth segments

### Key Insights

- Wind energy segment is expected to grow with about 4.1% CAGR followed by E&E with about 3.9% in the next six years
- Increasing demand of lightweight materials in transportation, construction, and E&E sectors will drive the composites growth
- Urbanization in developing nations such as China, India, and Brazil will also help composites to grow

## Composite Materials Have a Low Market Penetration in All the Segments Reflecting Significant Opportunity for Growth

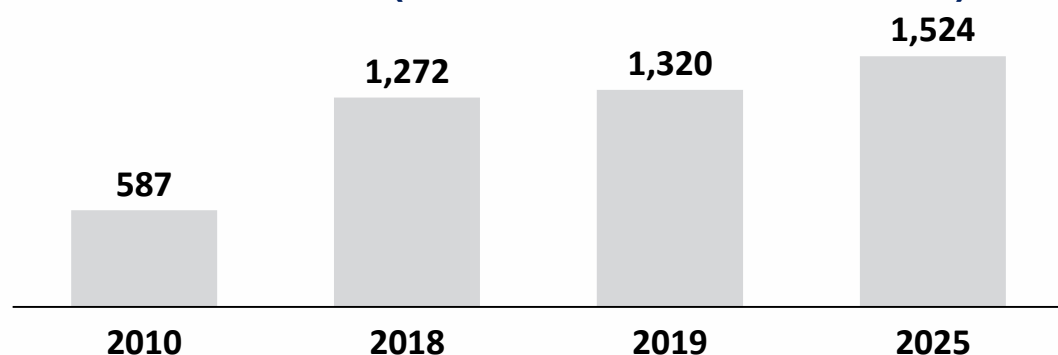


Composites
  Other Materials

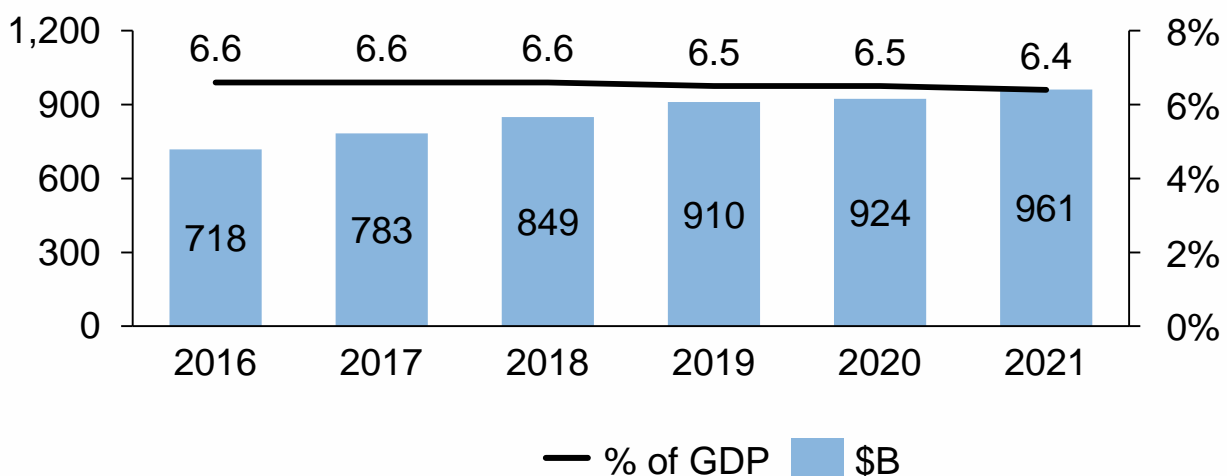
Source: Lucintel

## Driver in Construction: Increasing Urbanization and Growing Housing Starts Will Drive Composites Market

**US Housing Starts (Single and Multi) Trend and Forecast (No. of House in Thousands)**



**Construction Industry Value in China**



### Key Insights

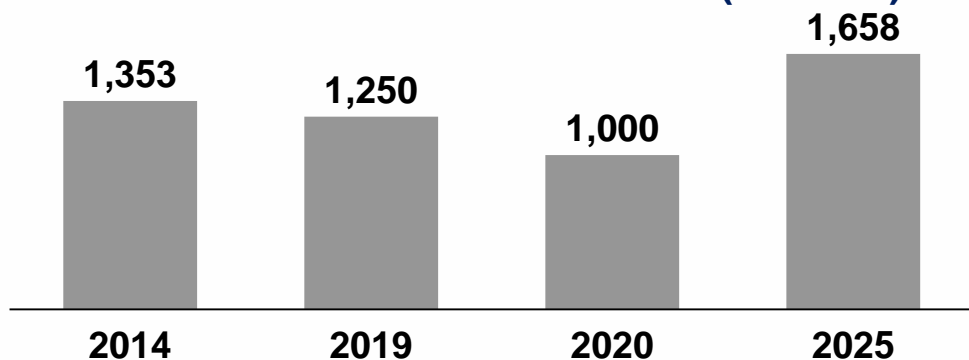
- US housing start grew at 10% CAGR from 2010-18 and is expected to register 2.4% CAGR during 2019-25 due to a hit in construction activities and followed financial crises by COVID outbreak
- China construction industry has started to recover after the downfall for 6 months during the COVID outbreak, the industry is expected to grow at 1.5% during 2020
- Improving infrastructure development, urbanization and economic development in developing Asian countries are likely to increase composites usage in construction industry

Source: Export Govt. (China), and Lucintel

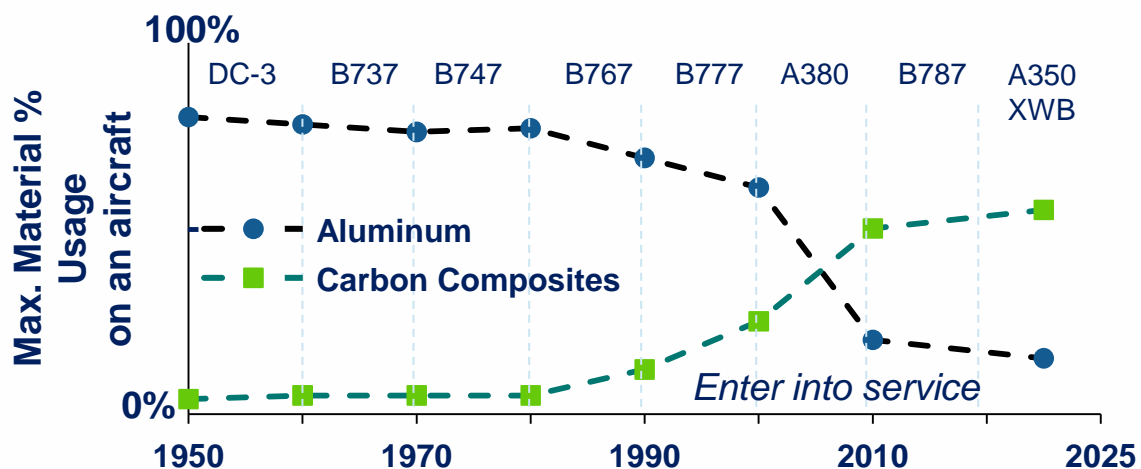


# Aerospace: High Usage of Composites in Various Aircrafts (B787, A380, A350, etc.) Will Drive Significant Growth

**Global Commercial Aircraft Production Deliveries Trend and Forecast (In Units)**



Source: Boeing, Airbus and Lucintel estimates

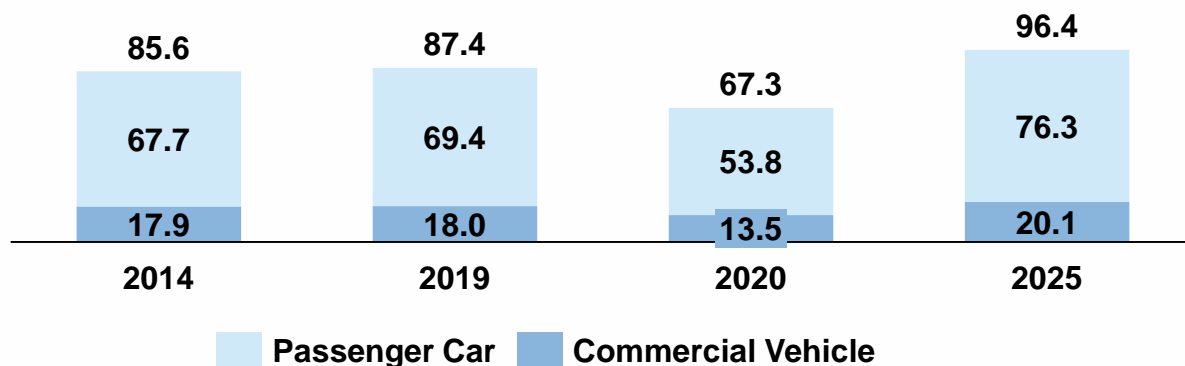


## Key Insights

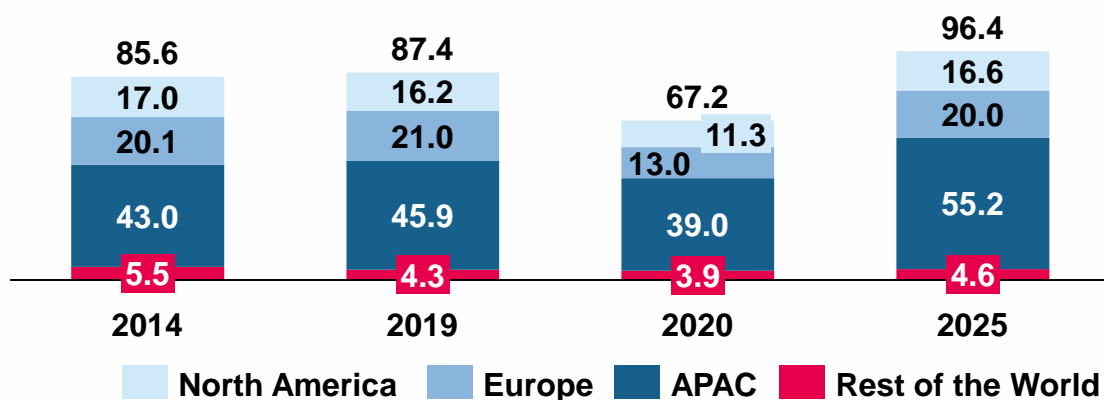
- **High commercial aircraft order backlog**
  - Airbus - 7,557 aircrafts
  - Boeing - 5,733 aircrafts
- **Increasing monthly production rates of commercial aircraft**
  - B 737: 52/month in 2019 to low rates in 2020 with slowly increase in production as per the demand
  - B 787: Production rate is 10/month plans to reduce to 6/month in 2021
  - A320: 42/month in 2015 to 40/month in 2020
  - A350: 5/month in 2015 to 6/month in 2020
  - A380: 15/month in 2017 to 8/month in 2019 and currently production has been shutdown due to COVID

## Driver in Automotive: Automotive Market is Anticipated to Grow at 1.6% in the Next Five Years

Global Automotive Production Trend and Forecast by Vehicle Type (In Million Units)



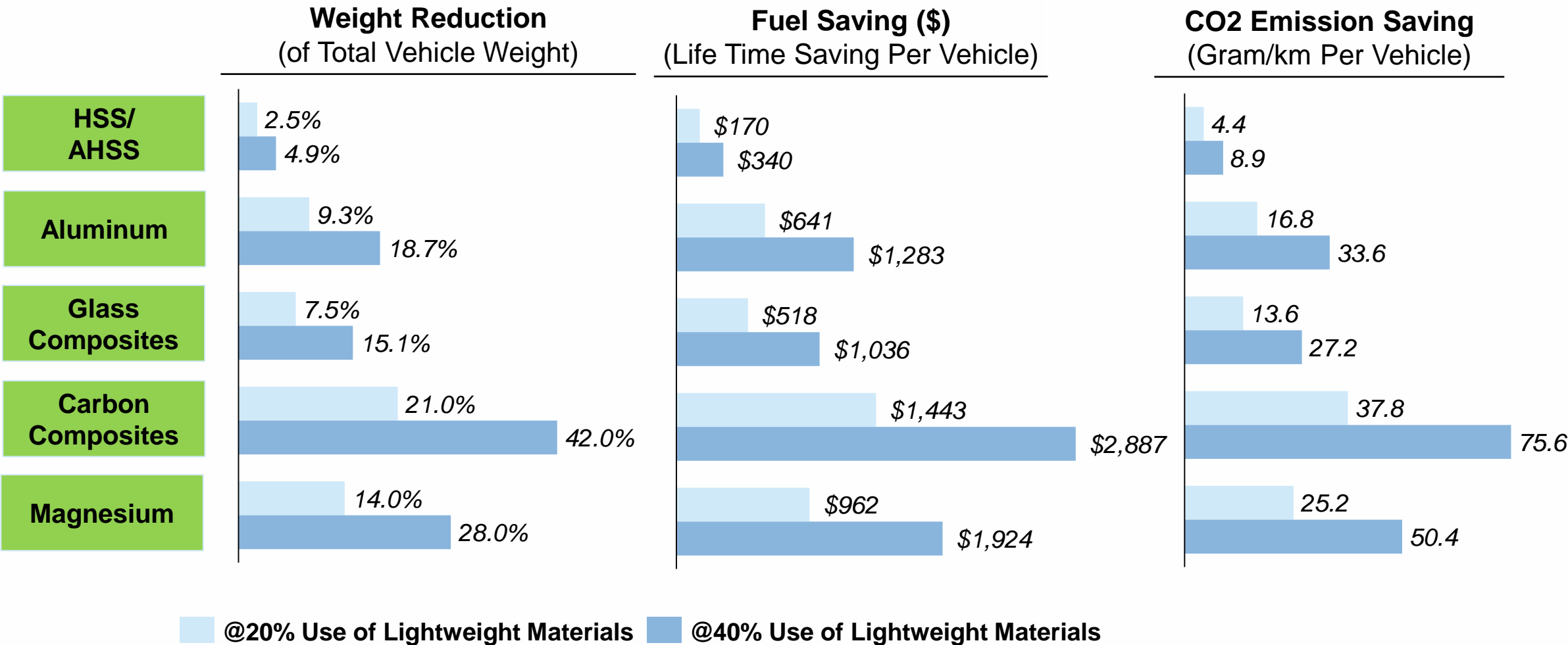
Global Automotive Production Trend and Forecast by Region (In Million Units)



### Key Insights

- Global automotive production (passenger car & commercial vehicle) grew at 0.4% CAGR from 2014-19 and it is expected to register 1.6% in next five years (2019-25)
- Asia was the largest automotive market in 2019 followed by Europe
- Automotive demand is mainly driven by
  - Low interest rates
  - Rising disposable income of consumer
  - Increasing trend of replacing older cars

# Weight and Fuel Saving Potential in Automotive Industry Utilizing Light Weight Materials

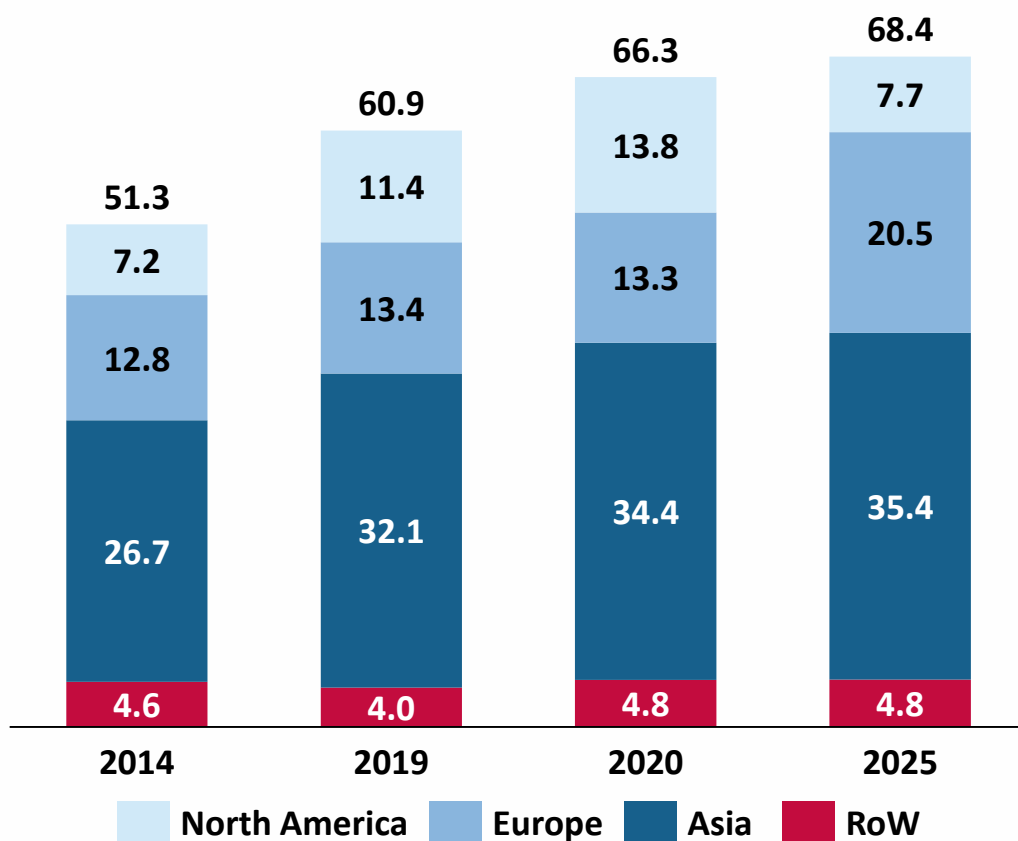


Assumption: Average vehicle weight is 3,962 lbs.  
 Lightweight replacement is considered in 70% of applications excluding non structural applications, such as glass and rubber.

**Source: Lucintel**

# Wind: Despite Short Term Fluctuations, Wind Energy Market to Grow in Future

**Global Annual Wind Turbine Installation Trend and Forecast (In GW)**



## Key Insights

- Global wind turbine installation grew at 3.5% during 2014-19 and is expected to grow by 2.0% in the next six years (2019-25)
- Asia to remain the largest region in next five years
- China is taking the lead in wind energy with recent developments worth noticing
- Installation of LM Wind Power’s first two sets of LM 66.6 blades
- GE Renewable Energy has installed its first Haliade 12MW turbines
- The Fujian Xinghua Gulf multiphase demonstration project will eventually have a total capacity of 79.4MW

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## Automotive Market Needs and its Impact on Composites

### Market Needs

**Light weight:** Stringent policies, such as CAFÉ Standards is pushing the OEMs to reduce the vehicle weight to improve the fuel efficiency

**Cost Reduction:** Lightweight materials are costlier than the traditional material, to be used for mass production there is a need of cost reduction

**Aesthetics:** Superior aesthetics, and ease of driving are some of the other market needs in the automotive

### Impact on Composites

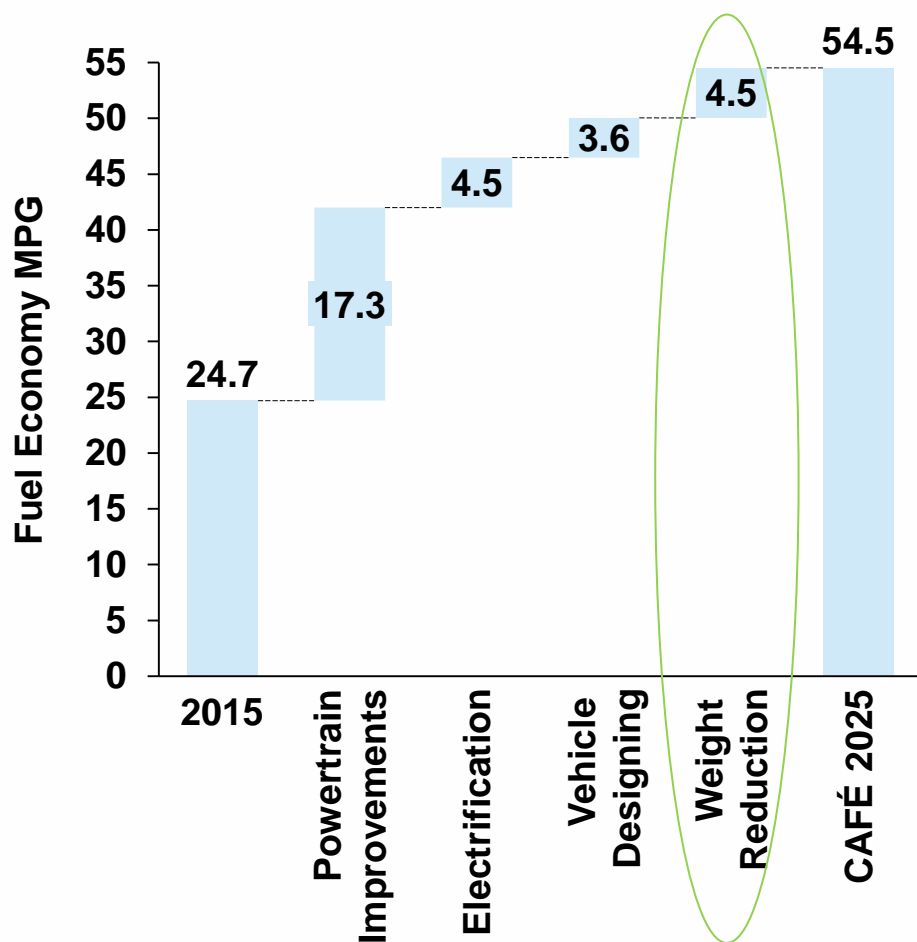
Composites offer significant weight saving over the traditional materials. Increasing emphasis on fuel efficiency is driving the use of composites in automotive. Major OEMs are taking weight reduction initiatives in many platforms

Carbon fiber composites is one of the promising material with weight saving potential, companies are working together to reduce its price to make it competitive

Increasing complexity and styling requirements are driving composites usage

## OEMs focusing 15% of Fuel Saving Targets from Light Weight Materials. About 800 lbs Weight Saving Required per Vehicle

### Technologies to Meet CAFÉ 2025 Regulations



### Key Insights

- To meet CAFÉ 2025 regulations automotive OEMs are looking at all different alternatives, such as powertrain improvements, power-train electrification, design improvement, and weight reduction
- Reduction in 10% of curb weight can reduce fuel consumption by 6.5%
- To get extra fuel efficiency of 4.5 MPG, about 25% weight reduction (700 to 900 lbs) is required
- Carbon fiber will play a vital role in achieving this mark of about 25% reduction in the overall vehicle weight along with other lightweight materials in achieving fuel efficiency targets

Source: Lucintel, NHTSA, EPA

## Weight Saving Initiatives by OEMs

S.No.	OEMs	Model Name	Vehicle Type	Year	Vehicle Weight	Lightweight Material Used	Applications
1	BMW	7 Series	Sedan	2015	2633 lbs.	CFRP	B Pillar
2	Audi	R8 Spyder	Super Car	2017	3572 lbs.	CFRP	B Pillar & Rear Wall
3	Audi	A8	Sedan	2017	4673 lbs.	CFRP	Chassis
4	Porsche	911 Turbo S	Sports Car	2017	3527 lbs.	CFRP	Wheel
5	Audi	R8	Sport Sedan	2018	3205 lbs.	CFRP	Engine Bay Brace
6	Audi	A8	Luxury Car	2018	4673 lbs.	CFRP	Rear Wall Panel
7	Honda	FIT	Passenger Car	2015	2573 lbs.	AHSS	Body Structure, Doors, Front Panel
8	Hyundai	RM19	Motor Sports	2020	3120 lbs.	Carbon fiber	Front Lip, Rear Diffuser, & Spoiler, Side Mirror Cover



## Wind Energy Market Needs and its Impact on Composites

### Market Needs

**Blade Length and Design:** OEMs are targeting to increase blade length so that maximum energy can be produced from single wind turbine whereas designing decides its desired performance

**Cost Reduction:** Technology used to manufacture composite parts are costlier than the other traditional process. There is a significant requirement of cost reduction in this industry

### Impact on Composites

Increasing demand of composites as it provides significant weight saving and ease in achieving increased length and complex design over the traditional materials

Increasing demand of pultrusion in wind energy market. Pultrusion technology helps in reducing cost compared to prepreg technology without compromising its mechanical properties

# Govt. Across the Globe is taking Initiative to build Renewable Energy as Main Source of Energy and Setting Good Targets

## Canada

- Canadian government has invested \$30M towards wind generation project
- Government projected to reach a wind installation capacity of 55GW by 2025

## USA

- Under CARES Act, a \$2.2 Trillion of economic revival package has been announced by the US Gov.
- USA Offers 40% production tax credit for installation of wind turbine from 2019-2023
- DOE is working with six leading wind turbine manufacturer to achieve 20% wind power in US by 2030

## Denmark

- Denmark government has pledge to phase out coal by 2030
- Plan to set up three new offshore wind projects of 2.3 GW by 2030
- €564 million government support for onshore wind

## UK

- UK Government target to consume 30% of electricity by offshore wind energy in 2030
- Offshore wind sector industry agreed to invest £250m over the next 11 years in exchange for participation in £557m of state subsidies for renewable energy
- £ 330 B for loan guarantees to businesses
- £42.0 B for job retention scheme

## France

- French government has pledge to increase its renewables budget to €71bn from 2019 to 2028
- Plan to triple onshore wind capacity by 2030

## Germany

- Germany has pledge to exit coal based plant fully by 2038
- Plan to fulfill 65% of electricity through renewable energy by 2030

## China

- Chinese government set a wind power capacity up to 400GW by 2030
- 1000 GW by 2050 by Zero Subsidy
- Liquidity injection into the banking system of RMB 3 Trillion
- Waivers on VAT and Enterprise Income Tax to boost local business

## Major OEMs are Incorporating Carbon Fiber for Larger Wind Blades (1/2)

OEMs	MW	Blade Size (M)	Blade Supplier	CF Usage	Off-Shore/On-Shore	Status
Siemens Gamesa	5.0	62.5	In-house	Yes	Offshore	Launched
Siemens Gamesa	2.0	43.0	In-house	Yes	Onshore	Launched
Siemens Gamesa	7.0	75.0	In-house	No	Offshore	Launched
Siemens Gamesa	6.0	75.0	In-house	No	Offshore	Launched
Areva	5.0	66.0	In-house	Yes	Offshore	Launched
Guodian United	6.0	66.5	In-house	Yes	Offshore	Launched
GE Energy	4.8	77.0	LM Wind	Yes	Onshore	Launched
GE Energy	5.3	77.0	LM Wind	Yes	Onshore	Launched
Vestas	8.0	80.0	In-house	Yes	Offshore	Launched
Vestas	3.45	57.2	In-house	Yes	Onshore	Launched
Vestas	3.45	66.7	In-house	Yes	Onshore	Launched
Vestas	4.2	73.7	In-house	Yes	Onshore	Launched
Samsung	7.0	83.5	SSP	Yes	Offshore	Launched
Alstom (GE Energy)	6.0	73.5	LM Wind	No	Offshore	Launched

## Major OEMs are Incorporating Carbon Fiber for Larger Wind Blades (2/2)

OEMs	MW	Blade Size (M)	Blade Supplier	CF Usage	Off-Shore/On-Shore	Status
Goldwind	6.0	77.7	Sinoma	Yes	Offshore	Launched
MingYang	6.0	69.0	In-house	Yes	Offshore	Launched
Suzlon	2.6 – 2.8	64.0	In-house	Yes	Onshore	Launched
Nordex	4.0 - 4.5	73.0	In-house	Yes	Onshore	Launched
Siemens Gamesa	10	94	In-house	No	Offshore	Launched
MHI Vestas	9.5	85	MHI Vestas	Yes	Offshore	Launched
MHI Vestas	10	80	MHI Vestas	Yes	Offshore	Launched
GE Energy	12	107	LM Wind	Yes	Offshore	Under Development

## Aerospace Market Needs and its Impact on Composites

### Market Needs

**Light Weight:** Airbus and Boeing are trying to reduce weight of their aircrafts. There are various stringent certification and qualification are required in the aerospace industry

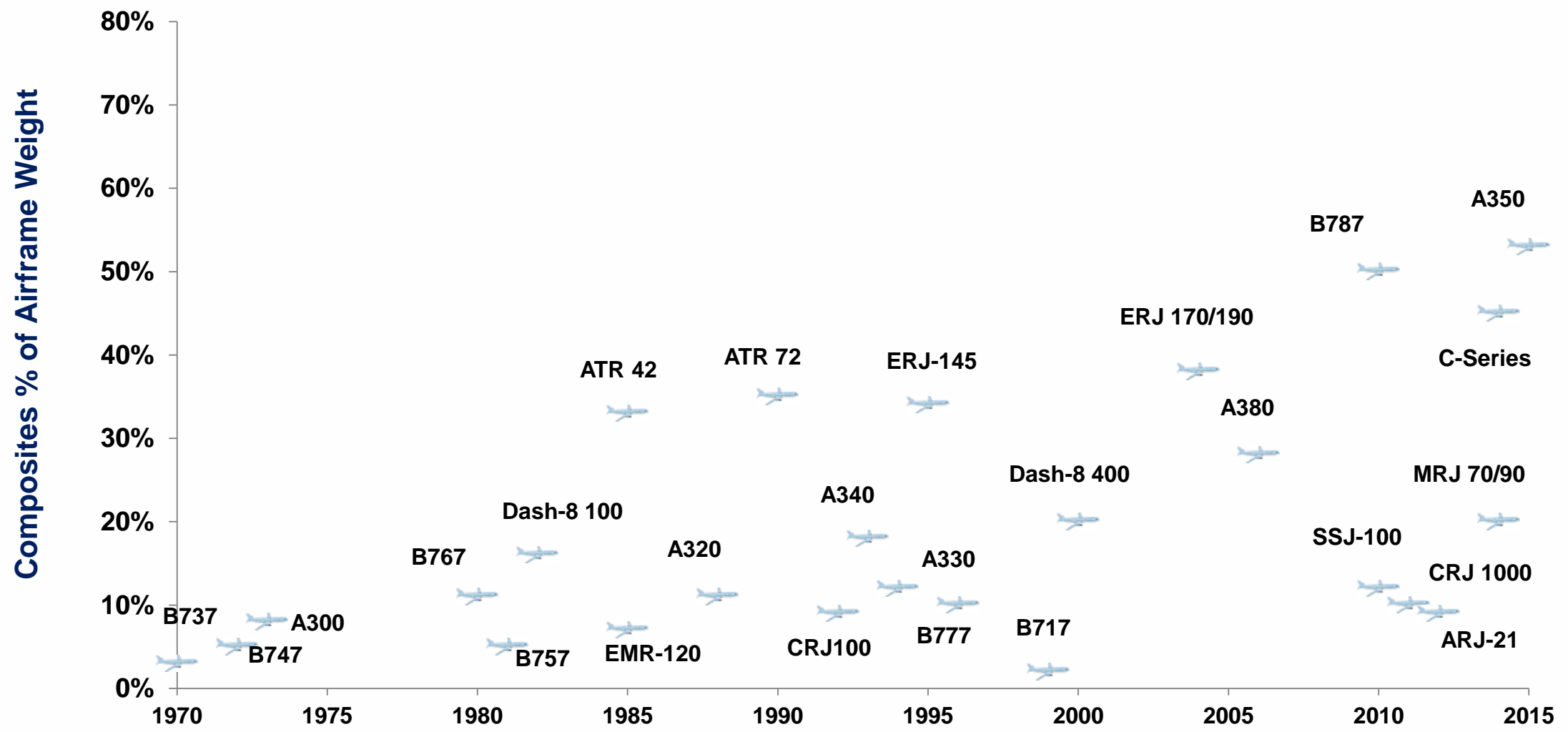
**Safety :** Passenger safety or human safety is the major critical factor. Demand for the stronger and lighter materials are high

### Impact on Composites

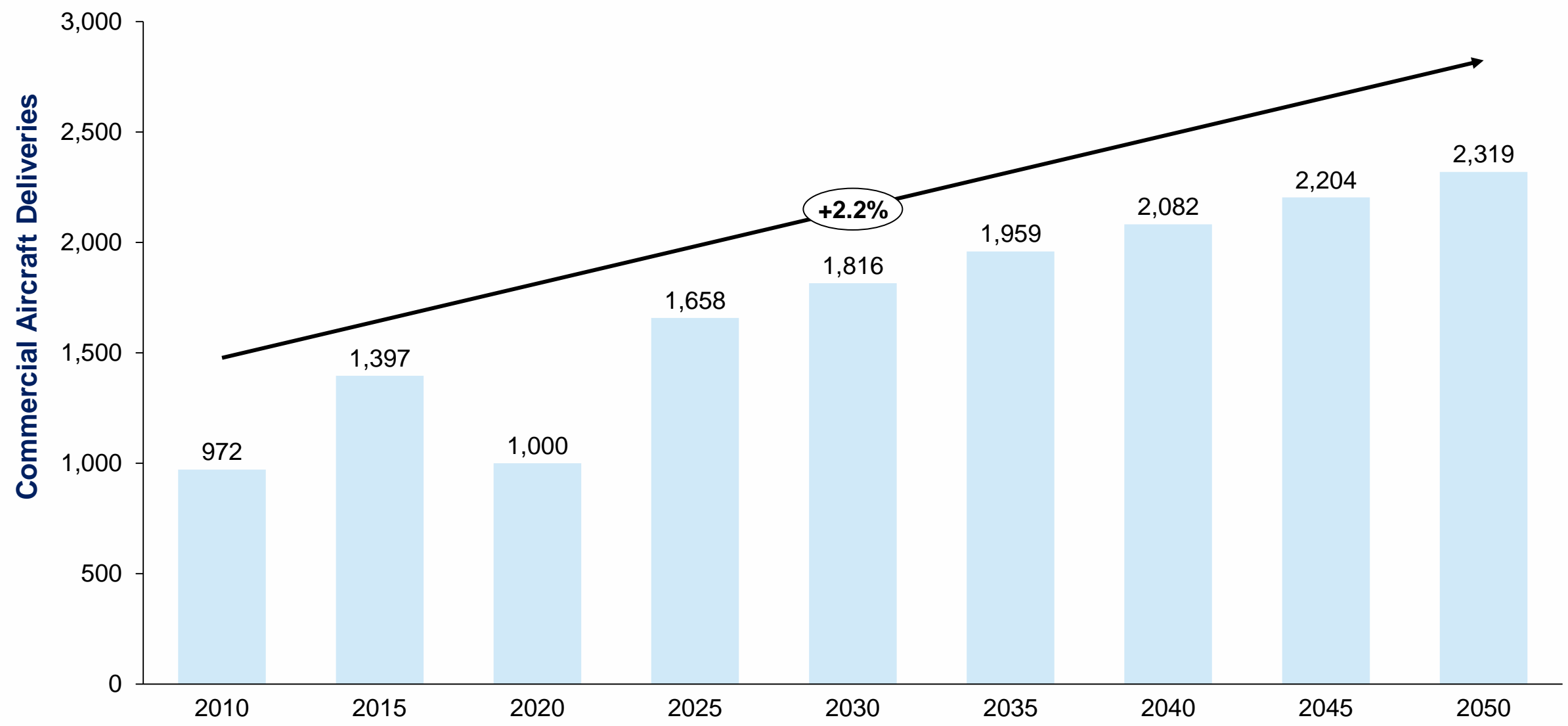
Increasing demand of composites with increasing demand of light weight and fuel efficiency as it provides 40%-50% structural weight saving with required strength and performance

Increasing emphasis on safety concern drive the composites usage as composite materials are not only light weight but also the strongest material which can be used to light weight without effecting its safety measures

# Evolution of Composite Materials in Aerospace Industry



## Global Commercial Aircraft Delivers Projection from 2010 to 2050



## Construction Market Needs and its Impact on Composites

### Market Needs

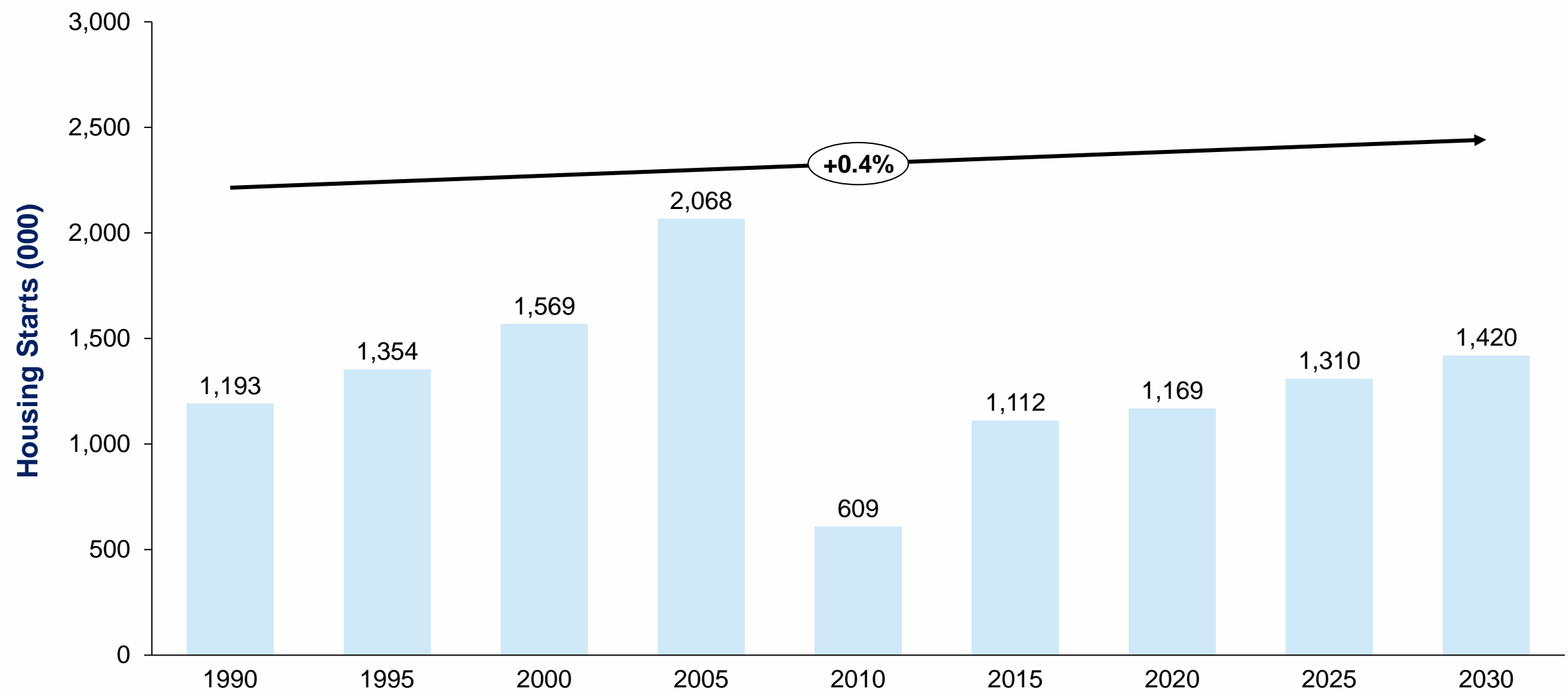
**Corrosion Resistance and Durability :** Corrosion resistivity and long life cycle are the main criteria for the construction industry for selecting any material

### Impact on Composites

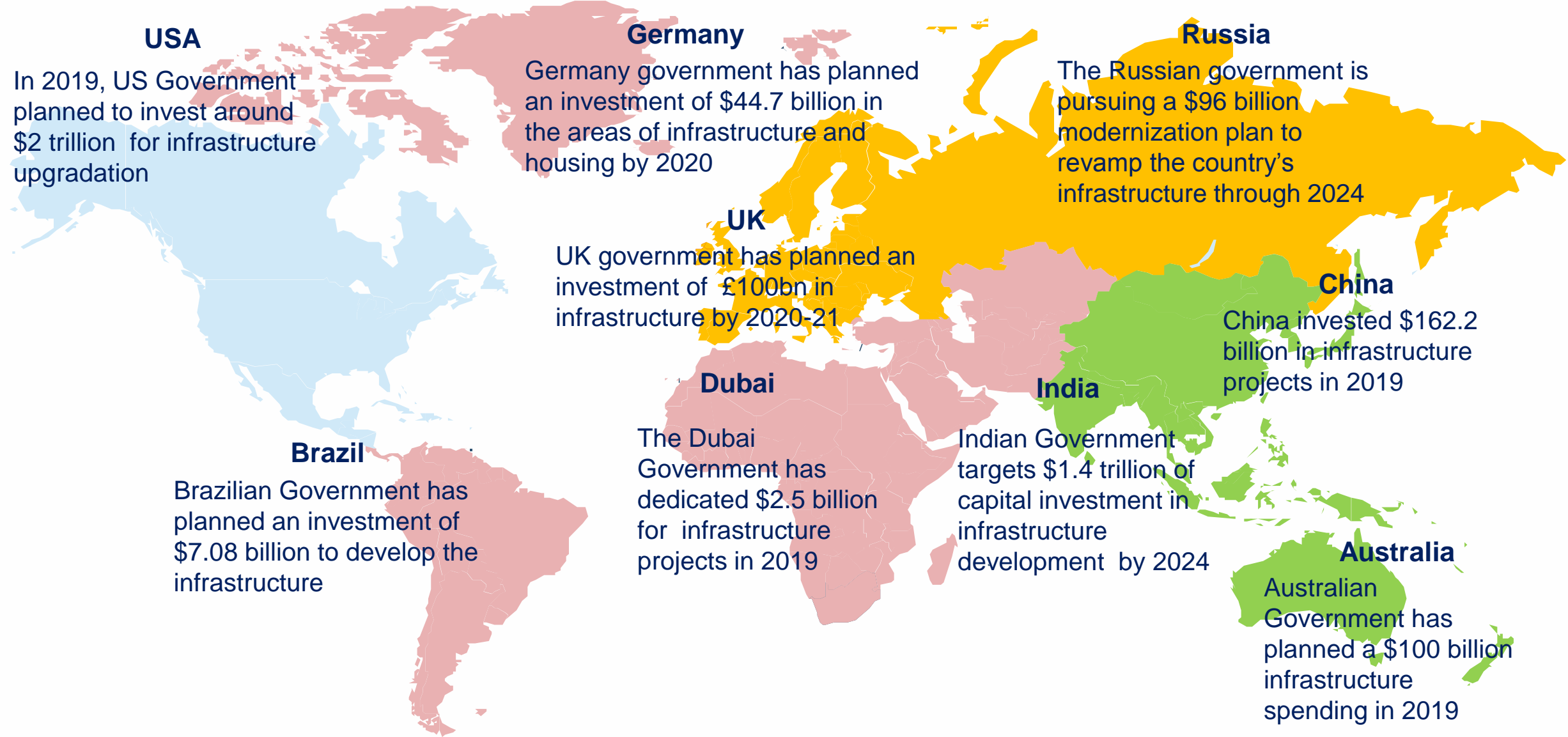
Increasing demand of corrosion resistance and durability is one of the major driving factor for composites growth in construction. Composites offer better corrosion resistance and life cycle durability than competing materials such as steel and aluminum



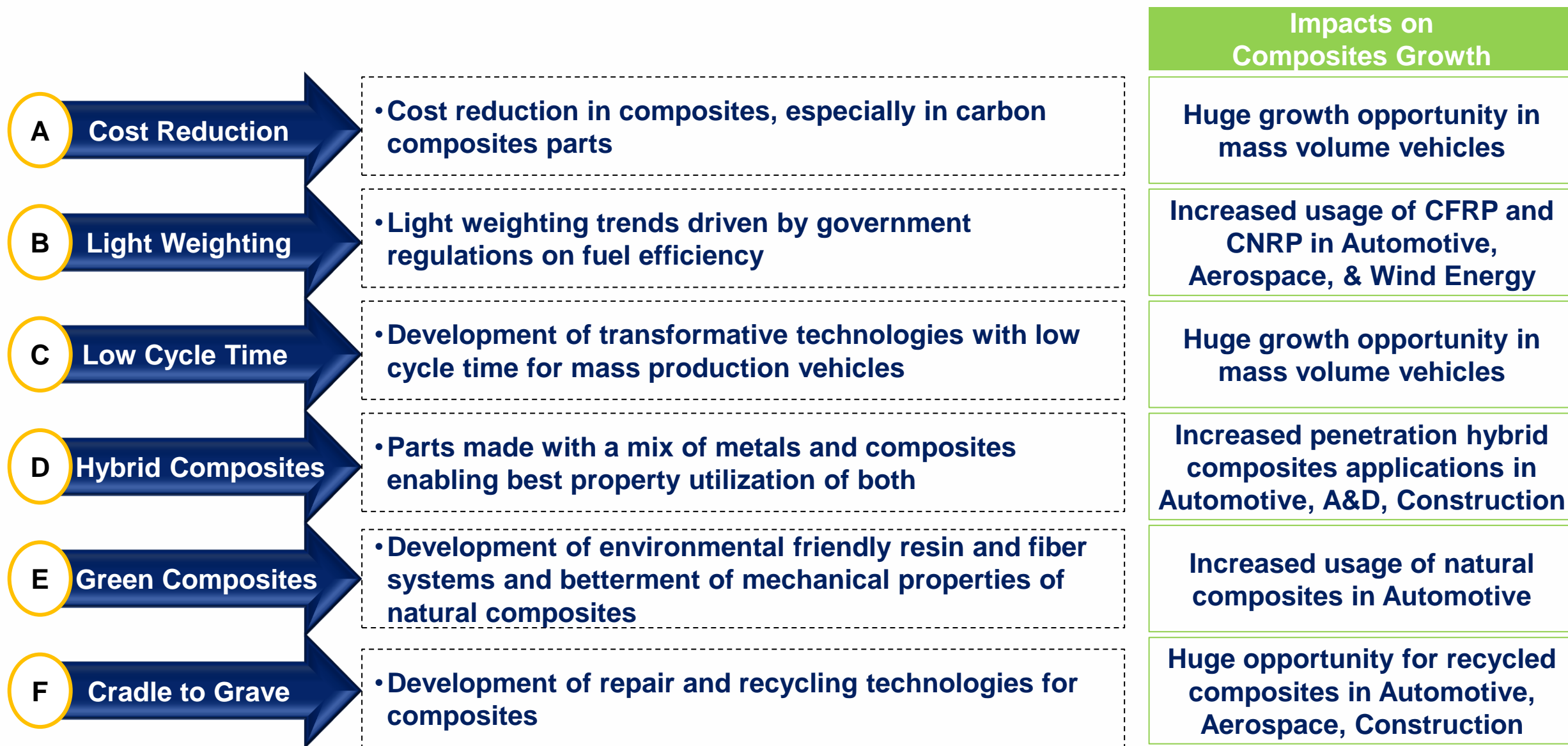
## US Housing Starts from 1990 to 2030



# Govt. Across the Globe are Spending more on Infrastructure which will drive the Demand of Composites



## Innovation Areas to Drive Composites Growth



## Issues of Composites to Deliver Better Solutions

Issues	Industry Expectations
<b>High Materials Cost</b>	<ul style="list-style-type: none"> <li>• Carbon fiber price reduction by 50%-60% (~\$5/lb)</li> <li>• Glass fiber price reduction by 10%-30%</li> <li>• Resin price reduction by 10%-40%</li> </ul>
<b>Lack of High Volume Process for Structural Parts</b>	<ul style="list-style-type: none"> <li>• More than 30,000 parts annually using continuous fiber composites</li> <li>• Part manufacturing cycle time 1-2 minutes</li> <li>• Materials layup rate up to 150 kg/hr</li> </ul>
<b>Print Thru</b>	<ul style="list-style-type: none"> <li>• Class A surface finish for exterior applications</li> </ul>
<b>Machining &amp; Joining</b>	<ul style="list-style-type: none"> <li>• Improved machining and joining technologies for composites</li> </ul>
<b>Repair and Recyclability</b>	<ul style="list-style-type: none"> <li>• Improved technologies for composite part repairing and recycling</li> </ul>

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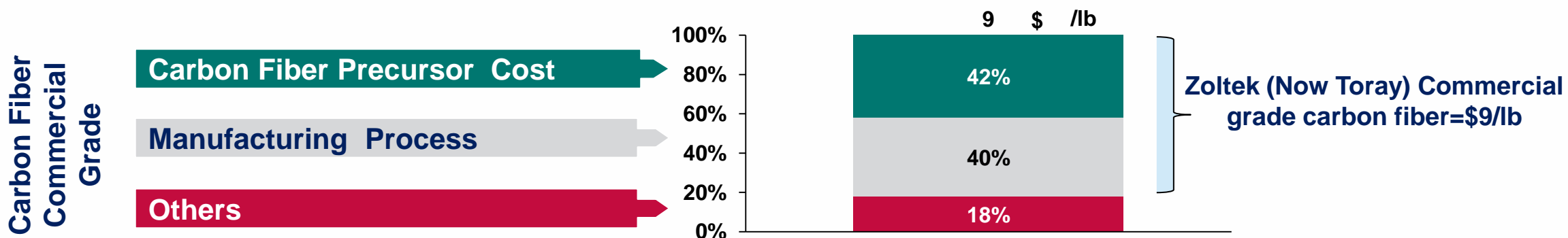
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## Major Future Disruptions in the Composites Industry

Major Disruptions	Enablers	Impacted Industries
<p>Cost Reduction in Carbon fiber</p>	<p>Alternative precursors, such as lignin, olefin, textile PAN, etc. Someone will launch low cost carbon fiber (\$3 - \$6 per lb) in future</p>	<ul style="list-style-type: none"> <li>Automotive</li> </ul>
<p>Improvement in Productivity</p>	<p>Low cure resins and faster and dependable technologies. Part manufacturing process with cycle time of 1 to 2 minutes for mass production</p>	<ul style="list-style-type: none"> <li>Automotive</li> <li>Aerospace</li> </ul>
<p>Mass Customization - 3D Printing Enabler</p>	<p>3D printing for different composites applications especially in automotive and healthcare</p>	<ul style="list-style-type: none"> <li>Aerospace</li> <li>Automotive</li> <li>Healthcare</li> </ul>

*“Mobile phones disrupted landlines, Apple iPod disrupted music industry. Similarly, composites will disrupt traditional materials in various industries. Shift to composites will potentially help the environment, OEMs, and end users”*

## Disruption 1: Development of Low Cost Carbon Fiber Using Alternative Precursors and Manufacturing Process



Current carbon fiber price is very high. Auto Industry is looking for price in the range of \$5-\$6/lbs

### Major Areas of Carbon Fiber Cost Reduction

#### Alternative Precursors

- Commercial grade PAN
- Textile grade PAN
- Lignin based
- Polyolefin based

**Cost Reduction Potential** 20%-30%

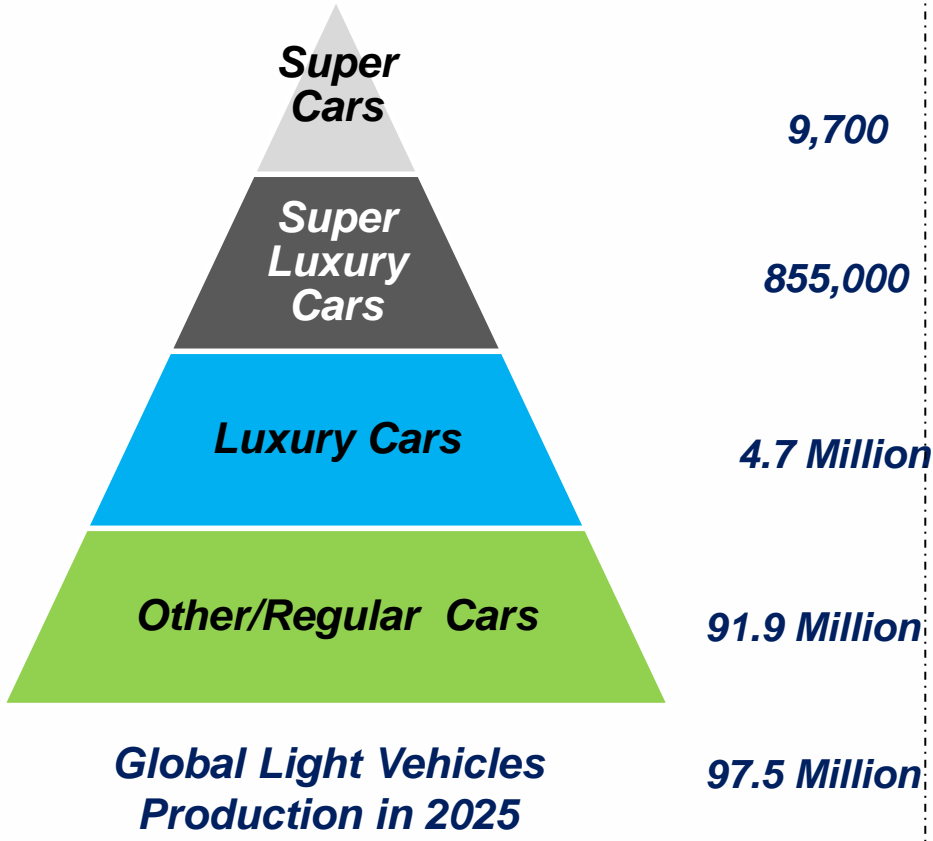
#### Manufacturing Process

- Advanced Oxidative Stabilization
- MAP Carbonization
- Advanced Surface Treatment & Sizing
- Tow Splitting

**Cost Reduction Potential** 40%-60%

# Reduction in Carbon Fiber Costs could double Revenues from the Automotive Industry

**Global Light Vehicles Production Forecast by Car Type in 2025**

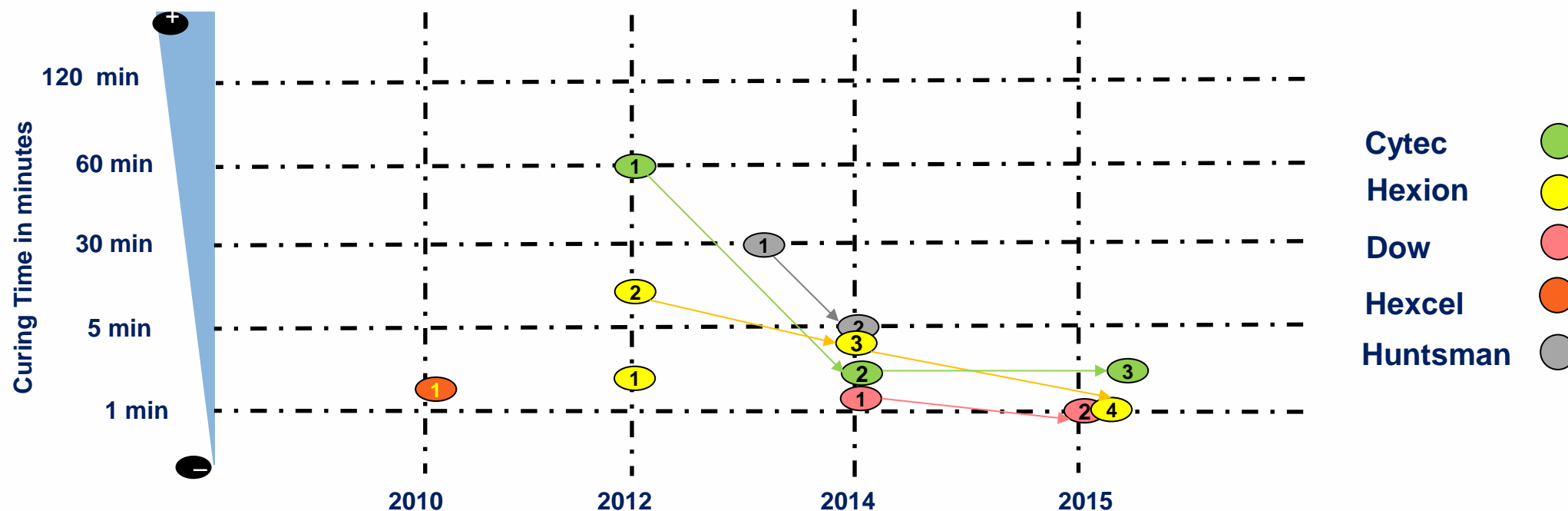


Expected Demand of CF @ Current Price in 2025			Expected Demand of CF @ \$5/lb in 2025		
CF Usage in % of cars	Demand in M lbs	\$M	CF Usage in % of cars	Demand in M lbs	\$M
100%	2.4	24.3	100%	2.4	12.1
95%	65.0	649.8	100%	128.3	641.3
55%	65.1	651.3	80%	277.4	1,137.2
3%	4.1	41.1	15%	138.2	691.0
<hr/>			<hr/>		
<b>136.1 1,366.5</b>			<b>496.3 2,481.6</b>		
<hr/>			<hr/>		

Source: Lucintel



## Disruption 2: Major Players are Developing Shorter Cure Time Epoxy Resins to Reduce the Production Cycle Time










Product	Resin
①	HexPly® M77
①	CYCOM 823 RTM
②	XMTR50
③	XMTR750

Product	Resin
①	VORAFORCE 5300 ultra-fast epoxy resin
②	VORAFORCE 5300
①	Araldite MY 0610
②	Araldite LY 3585

Product	Resin
①	EPIKOTE 05475
②	EPIKOTE 04695-1
③	EPIKOTE Resin 06465
④	EPIKOTE TRAC 06170

Source: Lucintel

## Composites Industry is Targeting on HP-RTM and CFRTP Processes for Reaching the Desired Cycle Time of 1-2 Minutes

	HP-RTM	⇒	Cycle Time: <10 Minutes
	HP-RTM	⇒	Cycle Time: <10 Minutes
	Forged Composites, RTM	⇒	Cycle Time: 6 to 10 Minutes
 Go Further	Prepreg Layup, RTM, SMC	⇒	Cycle Time: Unknown
	CFRTP	⇒	Cycle Time: Unknown
	CFRTP	⇒	Cycle Time: 1 Minute
 ASTON MARTIN	HP-RTM	⇒	Cycle Time: <3 Minutes



# Disruption 3: Evolution of Designing and Manufacturing of 3D Printing Allows Mass Customization in Composites Applications

## Aerospace and Defense



- Fuselage
- Wings
- Spars
- Fan Blades
- Interior parts
- Hollow composite parts
- Drone Rotor Support Arm
- Propellers, etc.

## Automotive



- Car Body
- Air Intake
- Airfoil
- Roof parts, etc.

## Healthcare



- Orthopedic implants
- Prosthetics
- Hearing aids , etc.

### Impact on Industries

So far, 3D printing has emerged as a viable process for prototypes, demonstration units and small volume production.

- Improved customization
- Parts on demand
- Little to no scrap
- Short lead time

- Possibility to use new materials
- Part count reduction

### Major Barriers

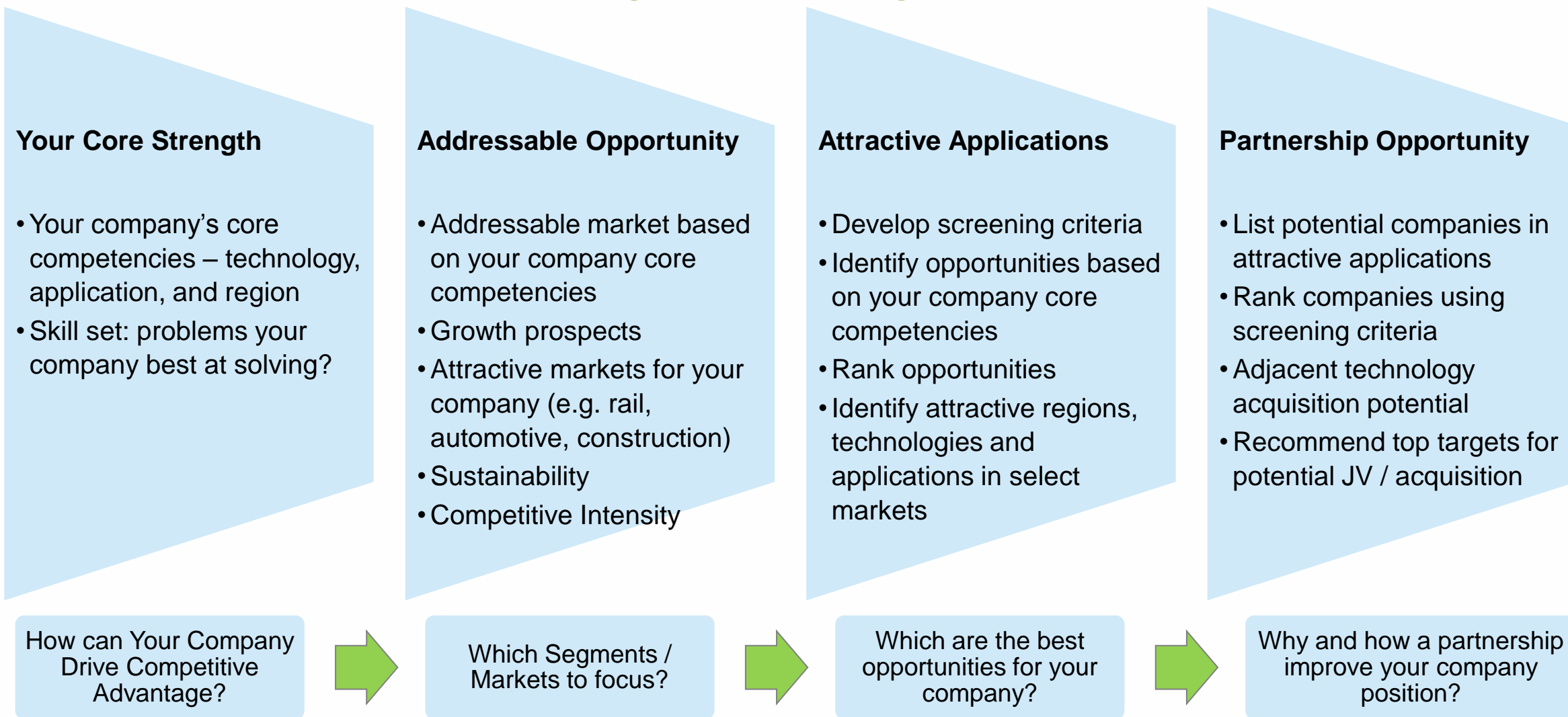
Cost, skill requirements, and access to specialized machinery

Source: Lucintel

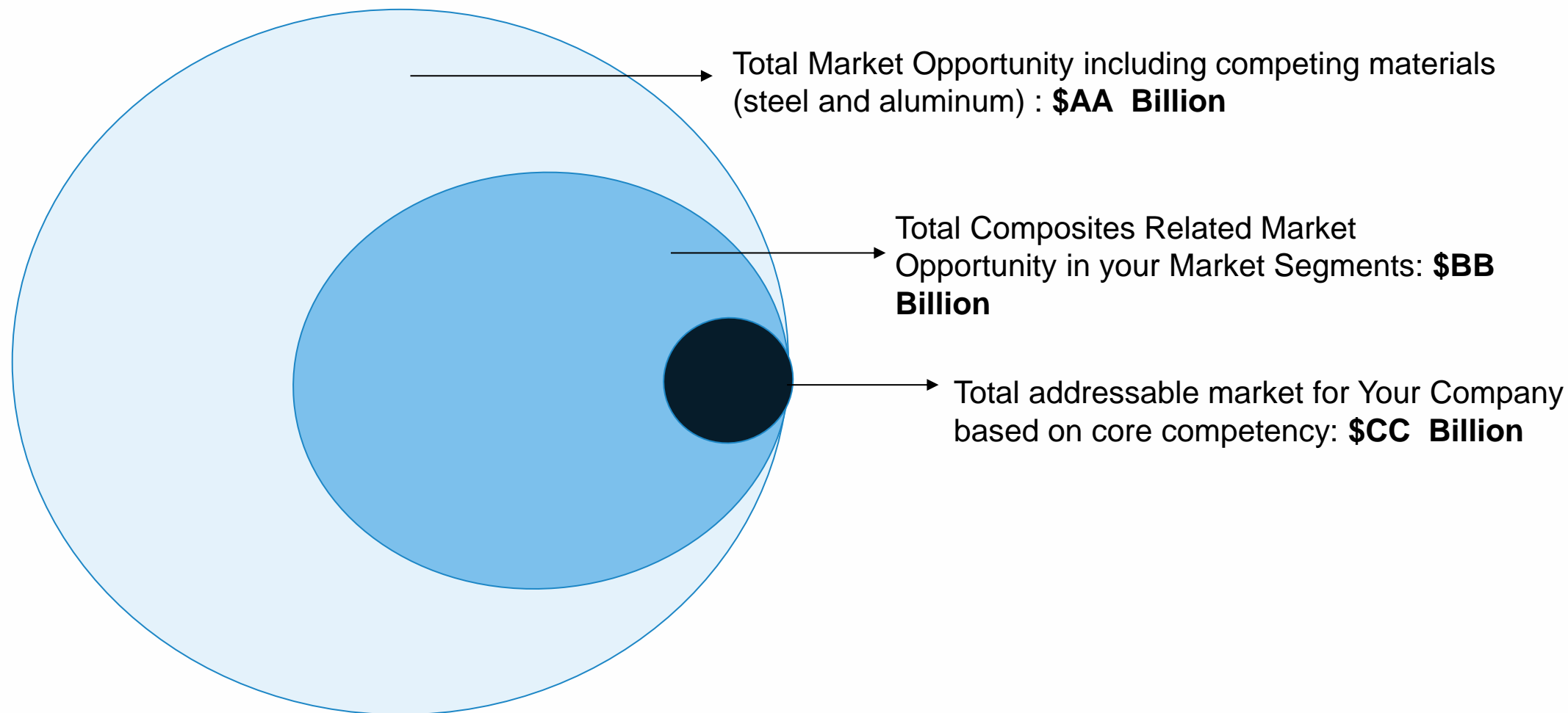
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- **Market Needs and its Impact on Composites**
- **Future Market Disruptions in Composites**
- **Case Studies for Growth**

## Growth Opportunity Analysis Seeks Focus on the Right Applications, and Technologies in the Right Markets....



## Carefully Identify Addressable Market for Your Business



## Case Study 1: Growth Opportunity for a Leading Prepreg Manufacturer

### Challenge

- A leading prepreg supplier wanted to know about the opportunity for glass and carbon fiber prepreg in Europe and North America across various sectors

### Objectives

- To estimate growth opportunities for glass and carbon fiber prepreg across sectors including rail, marine, construction, automotive, defense, infrastructure, and sporting goods in NA and Europe
- Find out prepreg consumption by molders in each sector by application and prepreg type
- Conduct ***Voice of Market analysis and Go To Customer List*** in North America and Europe

### Solutions

- Lucintel identified the most attractive target applications in each region for the client based on the client's core competency
- Lucintel conducted interviews with **>700 companies** to find out their prepreg consumption patterns and provided Go To Customer List of **>250 molders**
- Lucintel developed short, medium & long term strategy in the most attractive markets with action plan

### Results

- The **company's sales** for the relative growth segments grew by **25%** over **2 years**



## Case Study 2: Growth Opportunity for a Leading Pipe Manufacturer in Composite Pipes

### Challenge

- A leading FRP pipe manufacturer in the US wanted to know about the opportunity existing for them in composite pipes applications in the US and Canada

### Objectives

- To identify total opportunity for FRP pipe and steel pipes
- Identify the addressable market (new/replacement) for FRP pipes for the client based on their core competencies (Diameter, pressure rating, etc.)
- Conduct market share analysis, price vs performance analysis with competing materials, customer identification, and customer requirement analysis in various diameter ranges

### Solutions

- Lucintel identified addressable market opportunity based on client core competencies and looked into competing materials performance over the last 10 years
- Lucintel provided Go To Customer List with **\$50 million dollar sales opportunity in next 10 years**
- Lucintel developed short, medium and long term strategy with detail actionable plan

### Results

- The **company's sales** grew by **35%** over **2 years**



## 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



## 1000+ Clients in 70 Countries Value Our Service



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