



Market Research

Capability from Lucintel



Lucintel World

1000+ Clients

Served most of the major fortune 500 companies, PE Firms and SMEs

100+ Thought leadership articles

Published articles in Wall Street Journals, Financial Times, Zack, etc.

500+ Markets Served

Conducted analysis in chemical, composites, automotive, aerospace, electronics, construction, energy, health care, and others)

20+ Years in Business

Accurate and reliable analysis to drive business growth

Note: Lucintel has offices around the world (USA, Japan, UK, Netherland, Spain, and India) with headquarter in Dallas, Texas, USA.



Market Research is Important for Your Business

To identify new opportunities for your growth or to understand competitive landscape and unmet needs, you need unbiased research companies like Lucintel. We can be your partner for strategic growth, whether you wish to conduct due diligence or opportunity screening or growth roadmap

[Learn More](#)



Lucintel has an Extensive Toolkit to Address Market Research Related Strategic Questions



Key Question

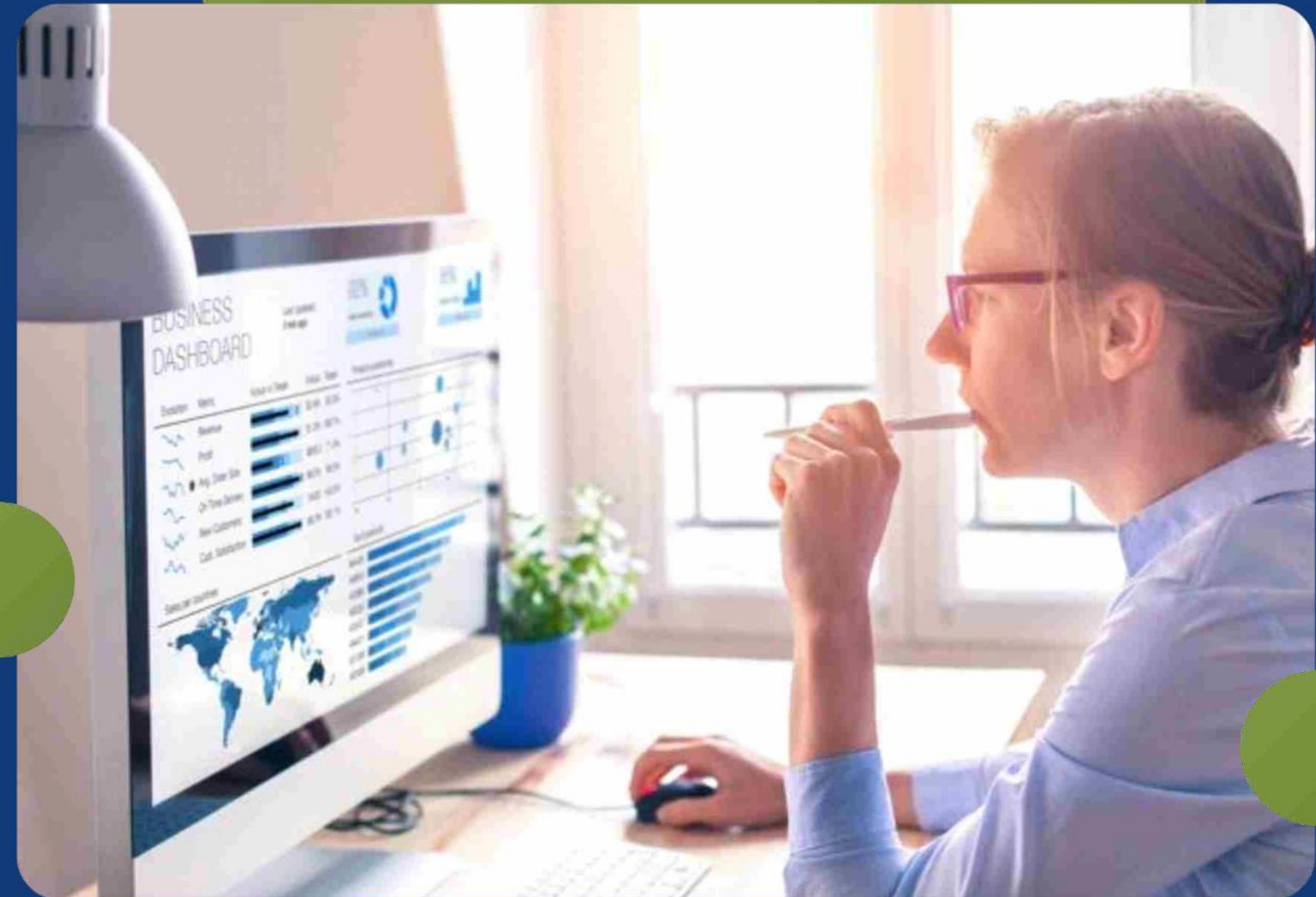
- Is market space / opportunity of current product offerings sufficiently robust?
- Market is focus for many: how can my company profitably differentiate?
- Based on our core skills, where should we focus?
- Should we build or buy? Is build even an option?
- What game changer actions exist and / or is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

Lucintel Has Conducted Hundreds of Market Research Projects in Polymers, Composites, Transportation, Electronics & More





We Offer Custom & Syndicated Reports



Market Research Reports

Leverage 5,000+ market reports from Lucintel to gain access to new opportunities and save on your research time

Country Reports

We provide in-depth market intelligence on 100+ countries, if you are looking to expand your business in a country

Value Chain Analysis

We provide complete visibility of the entire value chain for thousands of markets, helping you in strategic planning for greater business gains

Technology Reports

We identify technology trends in hundreds of markets and provide you future growth technologies for your investment

Lucintel Monitors 1,000+ Markets and Provides Critical Market, Customer and Competitor Intelligence

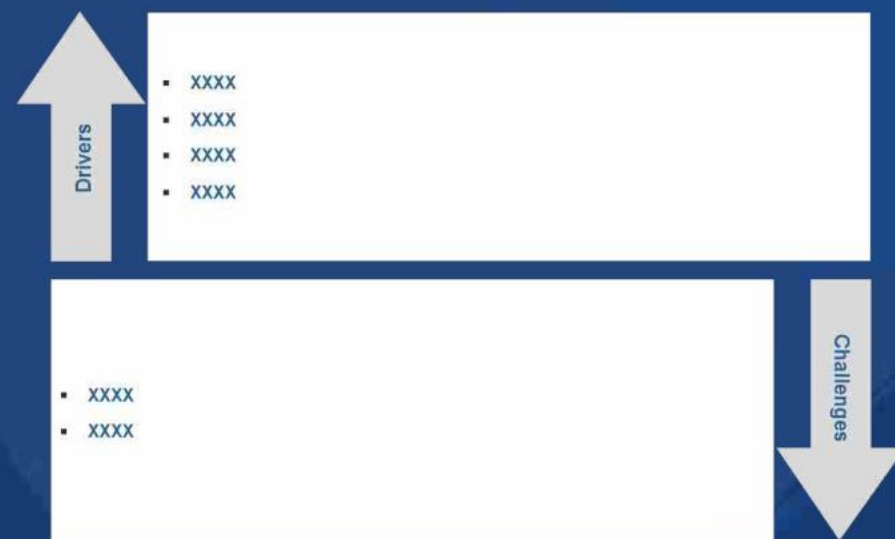
Annual Trend & Forecast



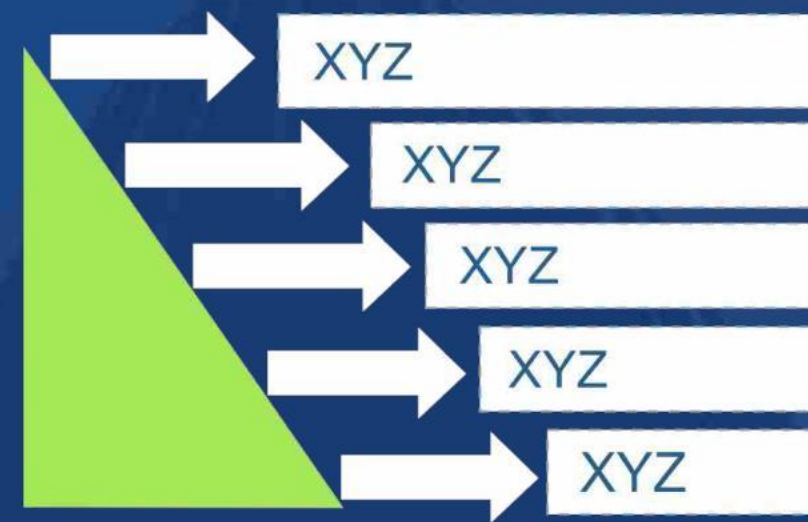
Market Share of Top 5 Players



Drivers & Challenges



Emerging Trends



Growth Opportunity



Note: Bubble size represents market size in 2022 (\$M)

Market Reports in Mega Trends

3D Printing:

Lucintel study finds that 3D printing could disrupt some markets and is projected to reach \$4.1 billion by 2027 with a CAGR of 14% over the forecast period.

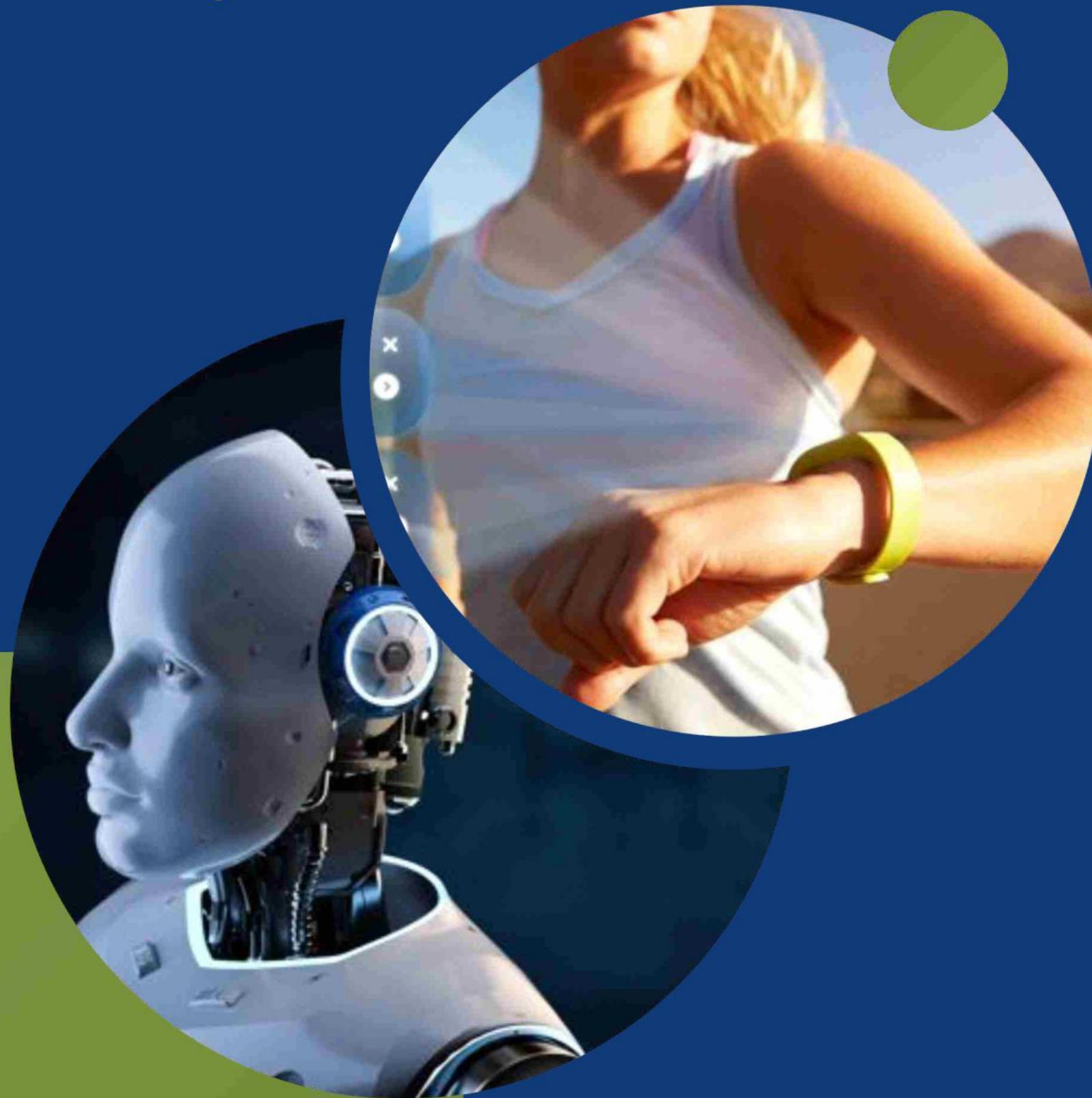
Nanocoating

Nanocoating is bringing significant benefits and the global market is expected to reach an estimated \$31.3 billion by 2027 t a CAGR of 23% from 2022 to 2027.

Digital fitness

The digital fitness market is rapidly growing and global demand is repected to reach \$137.5 billion by 2027 at a CAGR of 39.2% from 2022 to 2027.

Lucintel has hundreds of syndicated research reports in emerging markets such as Electric Vehicle, 5G, Artificial Intelligence, etc. Please contact us to be on top of growing opportunities.





We Provide 1,000+ Syndicated Reports

- Trends, opportunities, and forecast in battery separator market
- Opportunities for Composites in Construction Market
- Opportunities for Composites in Automotive Market
- Trends, opportunities, and forecast in spray foam equipment market
- Trends, opportunities, and forecast in UV cured coatings market
- Trends, opportunities, and forecast in polyphenylene market
- Opportunities for Composites in Aerospace Market
- Opportunities in Carbon Fiber Market

[Learn More](#)



We Have Been Creating Game Changer Ideas to Disrupt Market

Lucintel provides solutions for your growth through game changer ideas and robust market and unmet needs analysis. We help you make confident business decisions by laying down market and competitive landscape in an accurate and insightful manner

Clients hire us to conduct customized strategic and business plans. To conduct research, we typically interview over 50 players in the value chain to understand the trends, opportunities and unmet needs in the market. We then create strategic insights related to competitive landscape, addressable market for our client, and new growth opportunities for our client.



Market Research & Consulting Solutions for You



Market Entry Strategy

We provide in-depth and actionable insights to uncover new paths for your growth

Mergers & Acquisitions

We identify right partner to meet your growth objectives. We provide why and how an acquisition can impact your top and bottom line growth

Due Diligence

We identify red flags and opportunities for growth for your target in normal, optimistic and pessimistic scenarios

Opportunity Screening

We identify next leg for your growth by screening and prioritizing opportunities based on your synergy, fit, market size, growth, drivers, barrier to entry, etc.

Case Study: 5G Opportunity

Lucintel helped supplier of high-performance polymers & ceramics to grow its business in 5G network



1

Scope

- How big are opportunities for high performance polymers and ceramics in the 5G network?
- How does the supply chain work for 5G network related applications?
- How does the price of various solutions vary with performance?
- What is the status of 5G deployment in major countries?

2

Solutions

- Market analysis to identify opportunities, value chain, application mapping, competing materials
- Performed research to find leading products', their comparison, performance requirements, pricing and substitution trend from 3G/4G to 5G
- Conducted research on status of 5G roll out in various countries with operating frequency

3

Business Impact

- Client gained an understanding of the key high performance polymers and ceramics essential for enabling 5G communication
- Lucintel provided the value chain for key 5G network components
- Lucintel analysis helped client in planning to develop capabilities in GaAs & CaZrO₃ to tap high growth opportunities

Case Study: Pipe Opportunity

Lucintel helped a composite pipe manufacturer to integrate backward to develop Thermoplastic (TP) Unidirectional (UD) Tapes



1

Scope

- Who are the top 5 players in UD TP, including market share and their production capacity?
- What is the cost structure of a TP UD process?
- What is the pricing T&F of different types of TP UD tapes?
- Conduct market assessment?

2

Solutions

- Competitive positioning of top 5 players, market share and capacity assessment
- Performed research to identify price range and structure analysis of TP UD
- Identified growth opportunities based on synergy, fit, market growth and profit potential

3

Business Impact

- Client gained an understanding of competitive positioning of theirs vs competitors
- Our analysis helped the client to understand that which industry to target for supplying Thermoplastic UD tapes for maximum value gain
- Based on Lucintel's analysis client came to know where the value is (in terms of margins and pricing)

Case Study: Drone Inspection

Lucintel helped a drone inspection service provider to grow its business in wind turbine maintenance in the USA and Europe



1

Scope

- What is the market size of wind blade inspection by region and by location (onshore and offshore)?
- What are the key drivers and challenges?
- What are blade inspection methods of major wind farms?
- Who are the major competitors in target region?

2

Solutions

- Market analysis to identify opportunities, driver and challenges,
- Performed research to find number of wind farms and their inspection method
- Competitive analysis to identify major competitors in the target region
- Customer analysis: Voice of Customers to find willingness for autonomous drone inspection services

3

Business Impact

- Client gained an understanding of competitive positioning, lucrative segments to focus on
- Lucintel provided a list of >10 wind farms who were looking for autonomous drone inspection services
- Lucintel provided more than 10 ready-to-go customers to target and gain the market share

Case Study: Sealants Market

Lucintel helped a leading sealants manufacturer to gain market position



1

Scope

- Profile the top 5 players
- Compare the top 5 products that dominate the market?
- Where do customers want improvement?
- How do you improve your share of the market?
- How to increase business value?

2

Solutions

- Competitive positioning of top 5 players by product & geography
- Performed research to identify top 5 products
- Conducted Voice of Customers to identify pain points, ways to differentiate and gain customers
- Identified growth opportunities based on synergy, fit, market growth and profit potential

3

Business Impact

- Client gained an understanding of competitive positioning and started focusing on growth areas to gain market share
- Lucintel provided a list of 10-15 potential customers to target
- Our analysis helped the client to develop a better product addressing unmet needs to increase business value

Case Study: Aerospace Interior

Lucintel helped a coating manufacturer to grow its presence in aerospace interior coating



1

Scope

- Addressable market for coatings in aerospace interiors?
- Identify unmet needs, key buying criteria, and switching motivators
- Key emerging trends and disruptions that will impact coating business
- Who are influencers / decision makers in the value chain?

2

Solutions

- Market analysis to identify opportunities, disruptions, and emerging trends
- Decision matrix to identify decision makers for new builds and retrofit
- Research to know application requirements and product performance mapping
- Customer analysis: Voice of Customers to find switching motivators, pain points, and key success factors

3

Business Impact

- Our analysis helped client to focus on the attractive applications and products, which helped them in product portfolio optimization
- Client gained an understanding of the competitive positioning of major players
- Client identified risks and opportunities to make confident business decisions

Case Study: Marine Market

Lucintel helped a prepreg supplier to grow its business in marine market



1

Scope

- Which are the major applications using prepregs in the yacht market?
- How big are opportunities for prepregs in yacht market?
- What is the competitive landscape in prepreg for Yachts?
- Who are the potential customers?
- What are the key success factors and influencers?

2

Solutions

- Market analysis to identify opportunities, drivers, and application mapping?
- Competitive positioning of top 5 players, market share and SWOT analysis
- Research to identify application requirements and product performance mapping
- Customer analysis: Voice of Customers to screen potential customers, Identify key influencers, and key success factors

3

Business Impact

- Client gained an understanding of competitive positioning, market share, key success factors
- Lucintel provided a list of 10-15 potential customers to target
- Our analysis helped the client to create a focused marketing and product development strategy

Case Study: Defense Market

Lucintel helped private equity firm to understand the competitive positioning of target company in defense part manufacturing



1

Scope

- What is target company's competitive position and core competency
- what are potential market disruptors ?
- How does target company stack up vs other competitors
- Where defense OEMs fit in the value chain with target company

2

Solutions

- Market analysis to identify opportunities, supply chain, and application mapping
- Performed research to find composite process and part development capabilities for defense industry
- Competitive analysis to identify threats, potential market disruptors and technological capability

3

Business Impact

- Client gained an understanding about potential market disruptions
- Client came to know that target company's business is likely to be sustainable & growing
- Lucintel analysis helped client to know that how target company revenue growth is connected to defense OEM's

Testimonials



Dow Chemical

"We found great value in Lucintel's research both from a commercial and technology standpoint. Lucintel helped us better align our chemical products with the needs of the market."

Dr. Genaro Gutierrez

McWane Poles

"Lucintel helped us identify new growth opportunities for our utility pole business. Should another project develop, McWane Poles would utilize Lucintel again and would recommend them to other organizations as well."

Mark Murfitt

Charger Investment

"We have used Lucintel to determine target company's competitive position in the aerospace composites part fabrication and also to find market disruptors and red flags. Lucintel performed very good in the project."

Adam Tomar

Greene Tweed

"We completed a two phase project with Lucintel to determine key opportunities for our electronic products to gain market share. We were very satisfied with the work and believe we have a great partnership."

Lauren Rainey

Why Lucintel

Since 1998, we have been helping clients grow their business through game changer ideas, robust market and unmet needs analysis. We make you smartest person in the room. We create better value for you through winning strategies and better analytics-driven decisions

1

Insights that Matter:

We provide world class business intelligence for a wide range of strategic and tactical areas, allowing our customers to make critical decisions

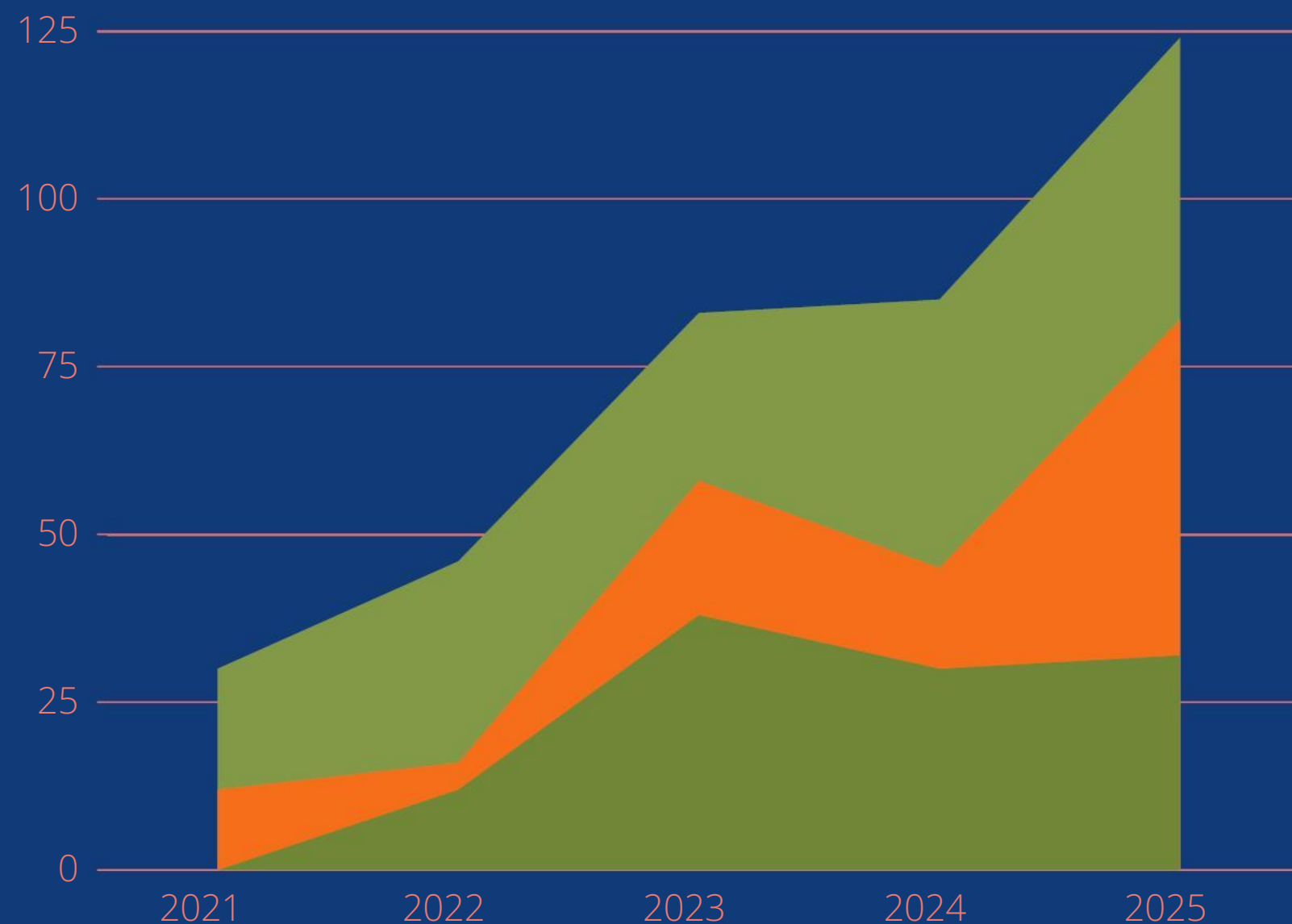
2

Great Value:

We provide cutting edge decision support services with greater speed, insight and cost-efficiency



Our ‘Analytics Dashboard’ provides real time market and competitor intelligence including price and demand data



Lucintel’s Analytics Dashboard provides real time strategic updates on your customers, competitors and markets using our AI enabled software. We track hundreds of markets including pricing of materials as below:

- Tracks monthly shipment / demand trends
- Tracks monthly price changes in raw materials (steel, Al, PP, PE, glass, UPR, epoxy, etc.)
- Tracks customer and competitor activities
- For demo on existing “Analytics Dashboard” offered by Lucintel, please click and see Youtube video:

<https://www.youtube.com/watch?v=xPTgrnOR4Hs>

Learn More

We have Completed Hundreds of Consulting Projects Across Globe to Define Strategic Directions



Meet Some of Our Team



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CEO, Author and Strategist



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Thank You