

IDENTIFYING UNMET NEEDS IN THE POWDER COATING MARKET



A Specialty Chemicals Company

The Client came to PreScouter for help gaining insights into the economic and technical challenges of entering the powder coatings market.



CHALLENGE

PreScouter's goal in this Research Support Service Project was to discover unmet needs in the powder coatings space that would enable the Client to develop a strategy for entering this market.



APPROACH

To address the Client's challenge, PreScouter used a multitude of resources, both primary and secondary, taking the following steps:

- Synthesized publicly available information from market reports, company web pages, white papers, research articles, and journals
- Developed an IP landscape of the powder coatings market
- Conducted detailed interviews with Subject Matter Experts
- Profiled key innovators and leading companies in the space



OUTCOME

PreScouter presented the Client with detailed market and technical insights into the powder coating space by mapping the value chain and addressing market size, growth, key players, technical advances, trends, and challenges. In addition, PreScouter identified six specific unmet needs that would enable an efficient path for the Client to enter the market.

