

Insights into the market of resins and additives used in recycled thermoplastics for automotive applications



Chemical company specializing in additives.

The client was looking to enter the market of resins and additives used in recycled thermoplastics for automotive applications.



Challenge:

The client engaged PreScouter in this research support service project to gain a deeper understanding of the overall space as well as to help identify potential entry points, collaborators, and partners in the area of resins and additives to be used in recycled thermoplastics by the automotive industry.



Approach:

PreScouter used both primary and secondary resources to address the client's needs, taking the following steps:

- Gathered publicly available information from market reports, company web pages, white papers, research articles, recycling databases, blogs, etc.
- Calculated embodied energy and CO₂ footprint
- Conducted detailed interviews with six subject matter experts to gather non-public insights



Outcome:

PreScouter presented the client with detailed market and technical insights, including market size, growth, key players, a landscape of the value chain, the recycling processes of various polymer resins, different recycling methods, and state-of-the-art technologies. The PreScouter team also identified several unmet needs that presented an opportunity for the client to enter the market as well as potential partners and collaborators.

