Unearthing Opportunities For H2O2 Catalysts In China

Client	A leading global precious metal company
Industry	Chemicals
Products	H_2O_2

Context

 With Chinese H2O2 manufacturers still predominantly using fixed bed H2O2 technology, our client wanted to understand if it made business sense to invest in developing fixed bed H2O2 catalysts, especially for the Chinese market.

Our Key Business Questions

- Is there enough growth potential for fixed bed H2O2 catalysts in China?
- Does our client need to develop fixed bed H2O2 catalysts to enter the Chinese market or is the market ready for fluidized bed H2O2 catalysts?
- What does our client need to do to enter the Chinese market? How does the value chain work?
- Who are the major Chinese catalyst players/competition?
- Who are the potential customers for our client? What is the decision-making process for catalyst selection?

Engagement Scope

Value Chain & Industry Structure	H2O2 Market Overview: Past , Present & Future	3 Competitive Intensity	4 Customer Need Analysis
 What is the value chain for H2O2 catalysts? What is the concentration of players at different nodes in the value chain? What makes the Chinese market unique compared to developed markets? 	 How big is the market and how is it segmented by application and technology route? What is the penetration level of H2O2 technologies (fixed versus fluidized)? What are the current and future catalyst preferences? 	 What are the competitive advantages of major catalyst manufacturers? What are the reasons behind the low presence of global catalyst manufacturers in China? 	 What is the typical decision-making process? What are the contractual obligations for technology providers and catalyst suppliers? How willing are customers to switch to a new supplier (including key purchase criteria) and to pay a premium for higher activity catalysts?

Research Methodology

Secondary Research

- Conducted desk research studying company website, annual reports and press releases.
- Researched paid data sources, including market research reports and association reports.

Primary Research

25+ interviews with major H2O2 catalyst manufacturers and frontline industry thought leaders.

....

Sample Analysis

Voice of customer analysis

H₂O₂ catalyst value chain

Value Chain &

Industry Structure

Global player in China via JV or subsidiary - Arkema JV (FR) H2O2 Market Overview:
Past , Present & Future



Benefits for Client

- We identified the short to medium-term business opportunities for fixed bed H2O2 catalyst in China.
- We also identified the long-term opportunities for fluidized bed H2O2 catalysts while the Chinese H2O2 market is in transition.
- In the course of our evaluation, we also discovered opportunities for catalyst recycling in the Chinese market, opening up new opportunities for another of our client's business units.

Competitive Intensity 4 Customer Need Analysis





Thank you

North America

55 Madison Ave, Suite 400 Morristown, NJ 07960 USA T: +1 212 835 1590

Europe

328-334 Graadt van Roggenweg 4th Floor, Utrecht, 3531 AH Netherlands T: +31 30 298 2108

United Kingdom

5 Chancery Lane London EC4A 1BL United Kingdom

T: +44 207 406 7548

Asia Pacific

Millennium Business Park Sector 3, Building # 4, Mahape Navi Mumbai – 400 710 India T: +91 22 6772 5700