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Unearthing Opportunities For H₂O₂ Catalysts In China

Client	A leading global precious metal company
Industry	Chemicals
Products	H ₂ O 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

1	Value Chain & Industry Structure	2	H2O2 Market Overview: Past , Present & Future	3	Competitive Intensity	4	Customer Need Analysis
	<ul style="list-style-type: none">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?		<ul style="list-style-type: none">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?		<ul style="list-style-type: none">What are the competitive advantages of major catalyst manufacturers?What are the reasons behind the low presence of global catalyst manufacturers in China?		<ul style="list-style-type: none">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?

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