Opportunity Analysis and Market Penetration: Automotive AC Compressors

Case Study

Client	A leading automotive AC compressor manufacturer
Industry	Automotive (AC compressors)
Products	AC compressors and air cooling solutions

Context

- The client wants to understand the automotive AC compressor landscape across the globe, new AC compressor technologies that might impact the industry in the near future, and recent initiatives undertaken by competitors.
- The client also seeks to gain knowledge regarding the type of compressor predominantly used in each region, manufacturers of compressors, and vehicle (automaker) models that integrate AC compressors.

Key Business Questions

- AC compressor trends
 - Government regulations and standards

- Competitor initiatives
- New technology trends
- Market sizing
 - Current (2017) and future (2025) market size, by region
- Compressor manufacturer analysis
- Product listing (database with details of a particular model of compressor integrated in each vehicle)
- Automotive AC compressor segmentation global and region-specific
 - By type
 - By displacement
- Future AC compressor technological trends
- Growth strategy opportunity analysis
- Regulation analysis

Engagement Scope

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Product Landscape

- Overview of the current and future market size of AC compressors across all regions
- Technological trends and competitor initiatives
- Product listing of AC compressors based on type, manufacturer, displacement, and model of vehicle

2 Key Player Analysis

- Analysis of global and region-specific key players and their product offerings
- Study of company profiles and customer information
- In-depth analysis of new initiatives, mergers, acquisitions, and market strategy actions undertaken by competitors

Technology Trend & Demand Analysis

- Current and future AC compressor technology trend
- Current and future industry demands of automakers with regard to AC compressors

Key Findings and Conclusion

- Critical information with regard to key AC compressor technology and type
- Information regarding growth opportunities of compressor manufacturers in varied regions
- Growth strategy recommendations with regard to future technology developments, mergers & acquisitions, and potential customer procurement

Research Methodology

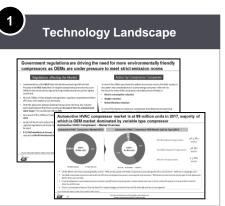
Secondary Research

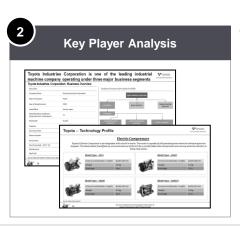
- Conducted desk research to understand the overall market of automotive AC compressors
- Referred to paid databases and identified patents to gain information regarding the industry and recent technological developments
- 40+ telephonic interviews conducted with industry experts, manufacturers, distributors, and automotive OEMs

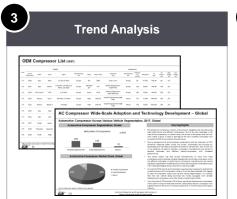
Benefits to Client

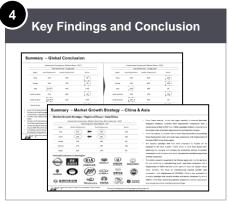
- Detailed understanding of the current and future market trends of automotive AC compressors
- In-depth analysis and recommendation on growth strategies (mergers & acquisitions, product portfolio improvements, and potential customer procurement)
- Region-wise product analysis by type, displacement, and adoption rate
- Information with respect to which compressor model/type is predominantly used in every region and recommendation to how the client can organically expand in these regions

Sample 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