

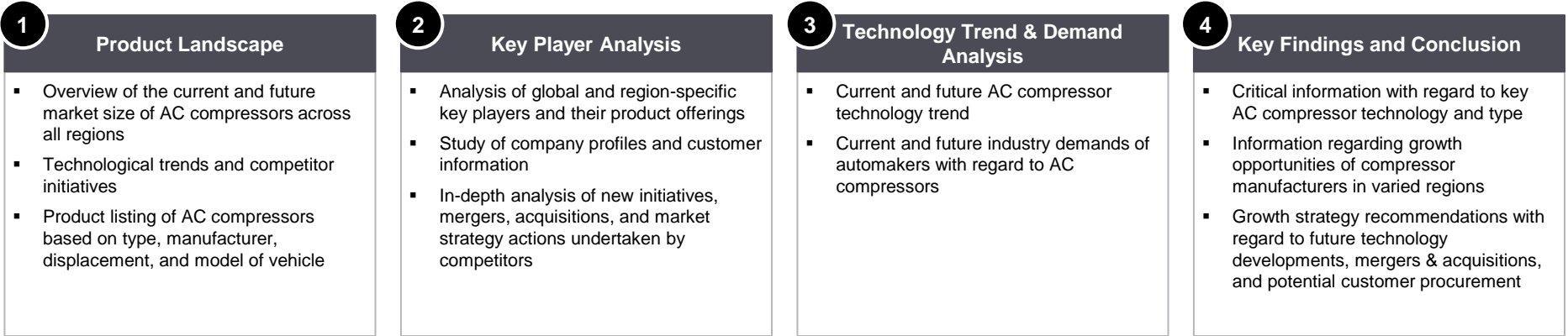


Opportunity Analysis and Market Penetration: Automotive AC Compressors

Case Study

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

Engagement Scope



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

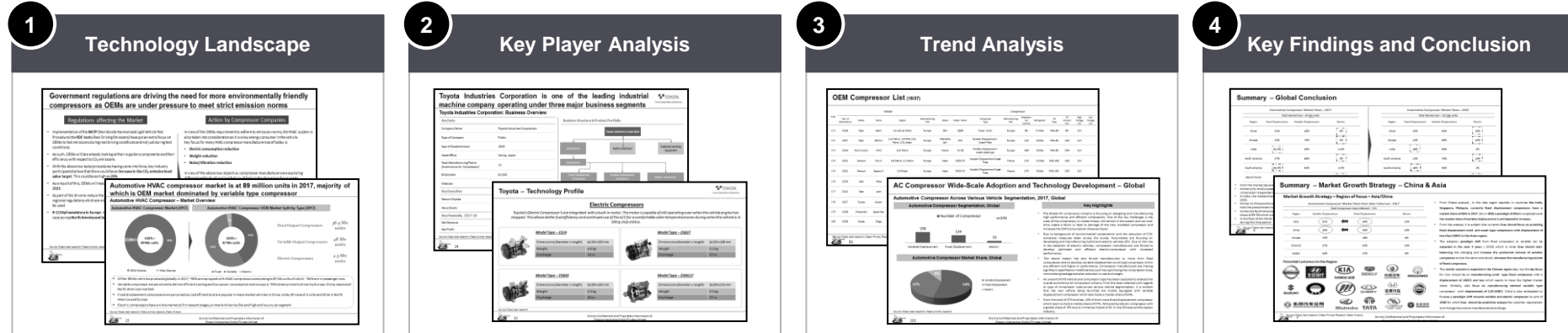
- Competitor initiatives
- New technology trends
- Market sizing
 - Current (2017) and future (2025) market size, by region
- Compressor manufacturer analysis
- Product listing (database with details of a particular model of compressor integrated in each vehicle)
- Automotive AC compressor segmentation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

Research Methodology

Secondary Research

- Conducted desk research to understand the overall market of automotive AC compressors as OEMs are under pressure to meet strict emission norms
- 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

Sample Analysis



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

Thank you

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