# Opportunity for $H_2O_2$ Catalysts in China

**Case Study** 

Client	A leading precious metals company
Industry	Chemicals
Products	H <sub>2</sub> O <sub>2</sub>

# **Engagement Scope**

Value Chain & **Industry Structure** Developed understanding of H<sub>2</sub>O<sub>2</sub>

catalyst value chain, key players and their concentration at different nodes in the value chain, and uniqueness of the Chinese market as compared to other developed markets

#### Context

 The client sought to determine if it made business sense to invest in the development of fixed bed H<sub>2</sub>O<sub>2</sub> catalysts, especially for the Chinese market, as H<sub>2</sub>O<sub>2</sub> manufacturers in China are predominantly using the fixed bed H<sub>2</sub>O<sub>2</sub> technology.

# **Key Business Questions**

- What is the growth potential for fixed bed H<sub>2</sub>O<sub>2</sub> catalysts in China?
- Does the client need to develop fixed bed H<sub>2</sub>O<sub>2</sub> catalysts to approach the Chinese market or is the market ready for fluidized bed H<sub>2</sub>O<sub>2</sub> catalysts?
- What should be the client's strategy to enter the Chinese market? How does the value chain work?
- Who are the major players dealing with fixed bed H<sub>2</sub>O<sub>2</sub> catalysts in China?
- Who are the potential customers for the client? What is the decision-making process for catalyst selection?

#### 2 H<sub>2</sub>O<sub>2</sub> Market Overview: Past. Present & Future

- Established time series of market size & segmentation by application and technology route, including drivers and inhibitors
- Analyzed H<sub>2</sub>O<sub>2</sub> technology (fixed vs. fluidized) penetration and current & future catalyst preferences with rationale

### 3 Competitive Intensity

- Analyzed competitive advantages of major catalyst manufacturers
- Analyzed reasons behind limited presence of catalyst manufacturers in China

# Customer Need **Analysis**

- Gained insights into the decisionmaking process and contractual obligations with technology providers and catalyst suppliers
- Understood customer willingness to switch to new suppliers (including key purchase criteria) and pay premium for high-activity catalyst

**FutureBridge** 

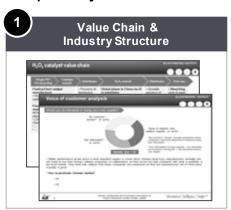
## Research Methodology

- Conducted exhaustive secondary research through interviews with senior executives involved in various stages of H<sub>2</sub>O<sub>2</sub> manufacturing process
- Blend of secondary research interviews and structured surveys with senior sales
  executives, plant managers, and major H<sub>2</sub>O<sub>2</sub> catalyst manufacturers; in addition,
  designed bottom-up models to estimate catalyst demand based on H<sub>2</sub>O<sub>2</sub> capacity as well
  as segmentation and market size estimation

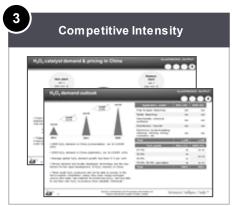
#### **Benefits to Client**

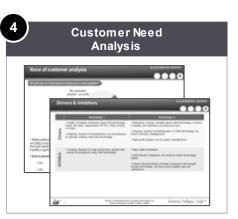
- Provided short-to-medium-term business opportunities for fixed bed H<sub>2</sub>O<sub>2</sub> catalysts in China
- Anticipated long-term opportunities for fluidized bed H<sub>2</sub>O<sub>2</sub> catalysts, as the Chinese H<sub>2</sub>O<sub>2</sub> market is in transition
- In the course of evaluation, FutureBridge also discovered opportunities for catalyst recycling in the Chinese market for another business unit of the client and shared those leads with the client

# Sample Analysis









# Thank you

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