



# Opportunity for H<sub>2</sub>O<sub>2</sub> Catalysts in China

Case Study

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

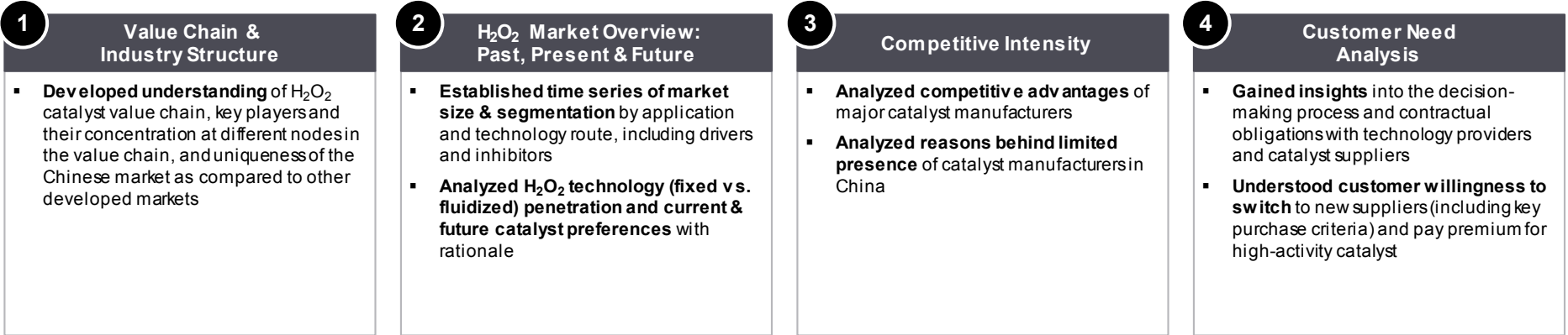
### Context

- 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?

### Engagement Scope



## Research Methodology

- Conducted exhaustive secondary research through interviews with senior executives involved in various stages of  $H_2O_2$  manufacturing process
- Blend of secondary research interviews and structured surveys with senior sales executives, plant managers, and major  $H_2O_2$  catalyst manufacturers; in addition, designed bottom-up models to estimate catalyst demand based on  $H_2O_2$  capacity as well as segmentation and market size estimation

## Benefits to Client

- Provided short-to-medium-term business opportunities for fixed bed  $H_2O_2$  catalysts in China
- Anticipated long-term opportunities for fluidized bed  $H_2O_2$  catalysts, as the Chinese  $H_2O_2$  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

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### Value Chain & Industry Structure



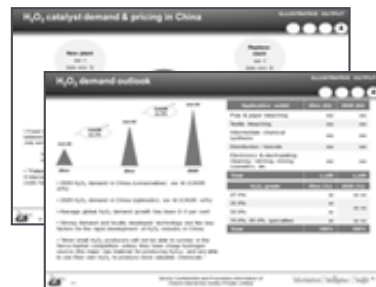
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### H<sub>2</sub>O<sub>2</sub> Market Overview: Past, Present & Future



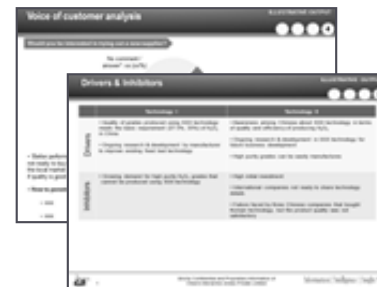
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### Competitive Intensity



4

### Customer Need Analysis



# Thank you

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