



# Opportunity Analysis – Thermoacoustic Insulation Materials in BEVs

Case Study

# Opportunity for Thermoacoustic Insulation Materials in BEVs

<b>Client</b>	Global chemicals manufacturer and provider of materials, industrial solutions, surface technologies, and nutrition & care as well as agricultural solutions
<b>Industry</b>	Insulation
<b>Products</b>	Thermoacoustic insulation material (melamine foam)

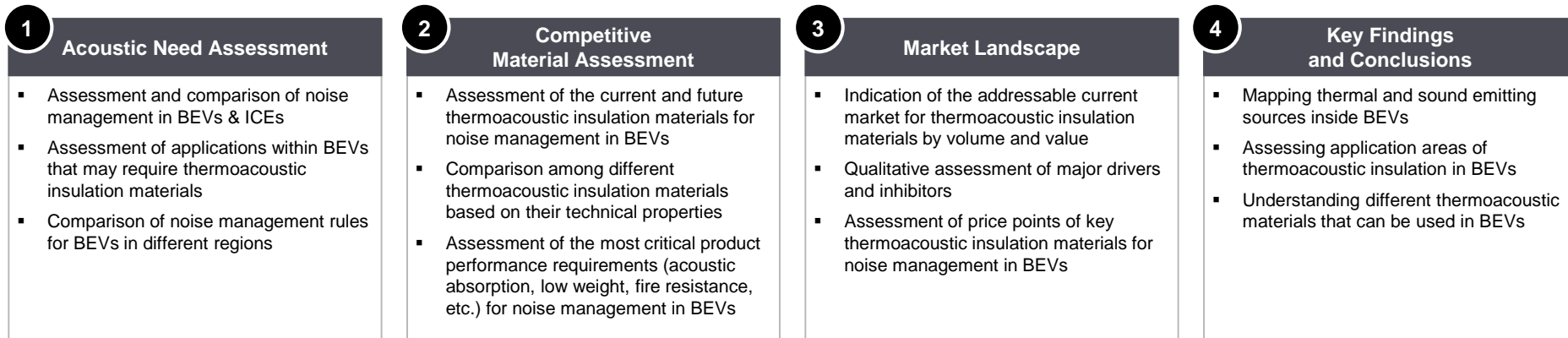
## Context

- The client wanted to understand the market potential of thermoacoustic insulation materials used in fully-electric passenger cars.

## Key Business Questions

- Which applications within Battery Electric Vehicles (BEVs) may require thermoacoustic insulation materials (till 2030)?
- What are the major incumbent and future (till 2030) thermoacoustic insulation materials for noise management in BEVs? Who are their promoters?
- What is the addressable current market for thermoacoustic insulation materials?

## Engagement Scope



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## Research Methodology

### Secondary/Desk Research

- Scanned paid & public databases such as Factiva, Bloomberg, ICIS, Chemical Weekly, etc.
- Referred to analyst reports, technical data-sheets, company annual reports, company presentations, company press releases, analyst presentations, white papers, import-export databases, etc.

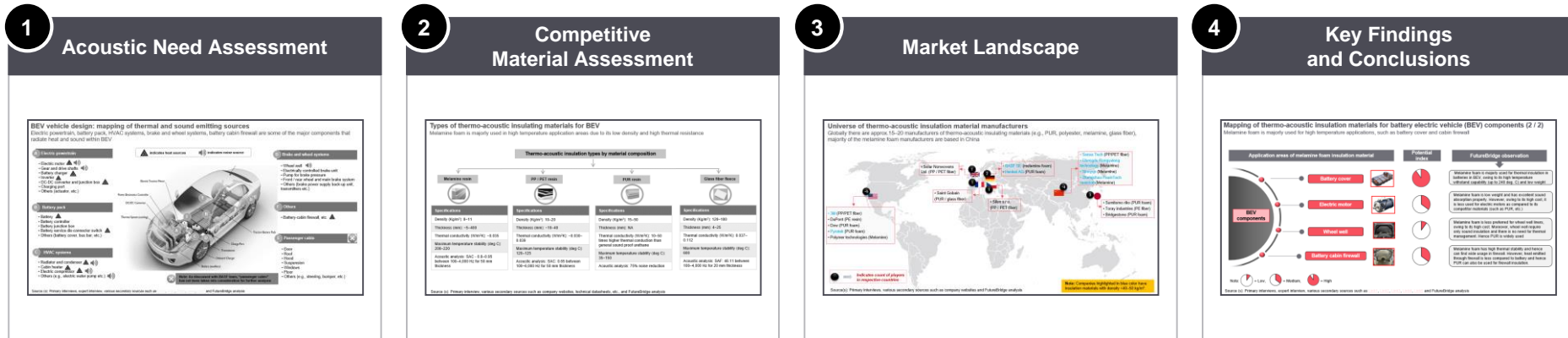
### Primary Research

- Structured interviews conducted with industry participants, such as competitors, major direct and indirect end-users, researchers, thought leaders, independent consultants, and analysts to gather market insights

## Benefits to Client

- Understanding and analyzing different heat emitting & sound emitting sources in BEVs
- Mapping of thermoacoustic insulation materials for BEV components
- Estimating the size of the addressable melamine foam market

## Sample Analysis



# Thank you

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