

Case Study – Market Analysis for (liquid) Building Sealants and Linings (Construction Chemistry)

Challenge

With our long-standing experience as a market research and consulting company, we at Interconnection understand how important periodic market analysis is for the ongoing success of a company. However, market data should not just serve as the basis for a company's strategic and operative decision making. Rather, the results of a market analysis should act as the defining element of realistic company goals and as a controlling instrument. With this in mind, Interconnection was commissioned by a leading European construction chemistry producer to prepare a study on currently used (liquid) "building sealants" for the prime European markets. Our client was in part already active in this market, yet did not have any hard data on how large the market segments really were that it was active in. In addition, we were to produce a detailed analysis of other product groups that our client had not yet cultivated. In fact, at the outset of our collaboration, our client did not have sufficient market insight to even define all the necessary market segments. Aside from examining market sizes of the various segments, we were also to analyze the European markets in terms of growth potential. Since resources were limited, it was determined that the client should first focus on penetrating markets where the outlook for growth and the circumstances of the competition appeared most promising. Our client was also interested in learning about which alternative products were available on the market and how important such products actually were. Our client also wished to find out how such products in the building sealant sector were usually sold. Since these products were largely used by professionals only, our client assumed that the products were not sold at traditional DIY stores, but through other channels. The study should therefore also determine how these products were being sold now and in the future.

Methodology

Explorative consultations at the outset of our study enabled us to get a picture of the overall market in question. A mix of electronic surveys, quantitative phone interviews, and in-depth consultations with leading producers and distributors in the sector enabled us to gather information on market sizes, market shares, prices, developments, etc. The producers were asked about their sales volume and earnings per country and per business segment or product group. In that way, we were able to calculate market sizes and shares. For the survey, we contacted both the headquarters of leading companies for data as well as individual branches in the various countries in order to get input at a local level. In addition, we created a detailed analysis of the competition in terms of product groups and applications in order to shed light on the strength of the competition within the individual market segments. Since Interconnection already had conducted studies on other types of sealing materials (roofing and construction lining by the meter), we were able to refer to our previously collected data on alternative products. With our specially developed model for market evaluation, we combined the data from the survey with available secondary data on the general construction business to quantify and forecast future developments in the market.

RESULTS

In addition to producing a traditional report, we also gave a presentation of our results during which our client, represented by management, sales staff, product management, and marketing, could ask questions about the analysis and the results.

In the end, our market analysis provided important findings for our client that, contrary to the assumptions and opinions of the client's employees, were based on valid data across the entire sector. Our client was thereby in a position to make strategic decisions on future applications, product groups, and individual national markets.

WHY INTERCONNECTION

- Long-standing experience in B2B market research
- Methodological and branch expertise
- Company interview center with native speakers providing necessary language expertise

We are always glad to answer
any questions you may have!

Interconnection Consulting
Getreidemarkt 1, A-1060 Wien
+43 1 585 46 23 - 15

Interconnection Consulting
Dostojevského rad 11 | 811 09 Bratislava | Slovakia

Andreas Erdresser – Managing Director
Interconnection Bratislava
Tel: +43 1 375 00 15 10
Fax: +43 1 5854623 -30
erdresser@interconnectionconsulting.com

Interconnection Consulting
Vienna • Bratislava • Lviv • Buenos Aires • Oberstdorf

www.interconnectionconsulting.com



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