

Case Study

How Our Opportunity Assessment Positioned a Global Client for Success in the **Evolving APAC Ethanol-to-Chemicals Sector?**



Client's Objective

Our client, a global stakeholder in specialty chemicals, aimed to assess the emerging ethanol-to-chemicals market in India. They were particularly focused on evaluating market dynamics and identifying high-impact end-use sectors in order to penetrate the niche chemical segment.

Our Strategic Approach

To support informed decision-making, we employed a systematic and insight-driven methodology:

In-depth Industry and Market Assessment

- We performed a comprehensive analysis of India's ethanol-to-chemicals value chain, covering current capacity, raw material availability, demand drivers, and key financial activities across major chemical clusters.

Evaluation of Market Entry Pathways

- Identified strategic pathways for market entry by mapping potential use cases and industry demand. Additionally, we analyzed domestic capability gaps to identify opportunities for new entrants in the chemical sector.

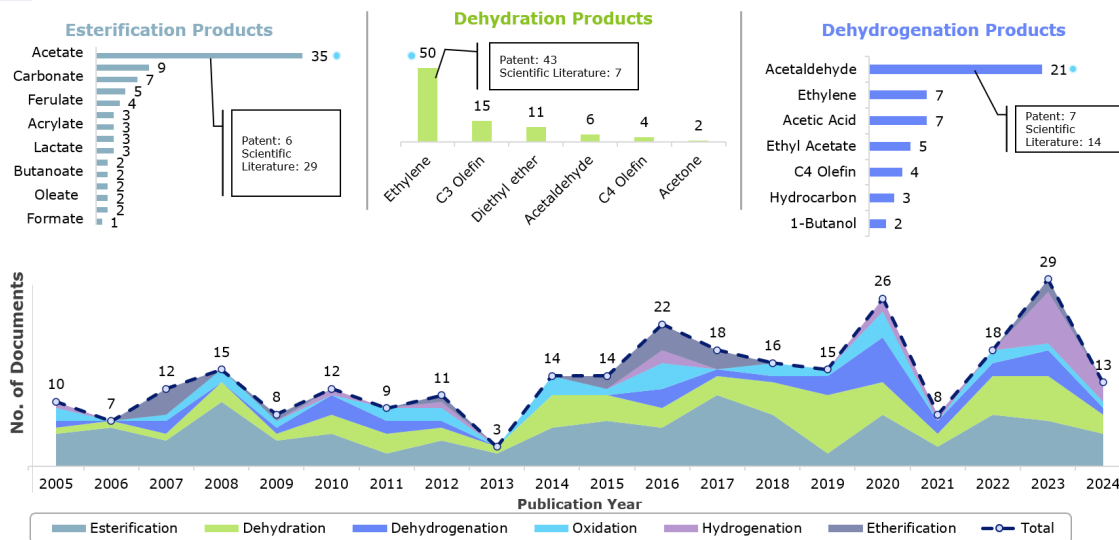
Identification of Strategic Opportunities and Stakeholders

- Mapped upcoming projects and private sector movements to determine high-potential collaborations. We also assessed the supplier ecosystem for catalysts and intermediates to guide positioning strategy within the chemical manufacturing value chain.

Snippets

Executive Summary – Reaction Type Innovation Trends

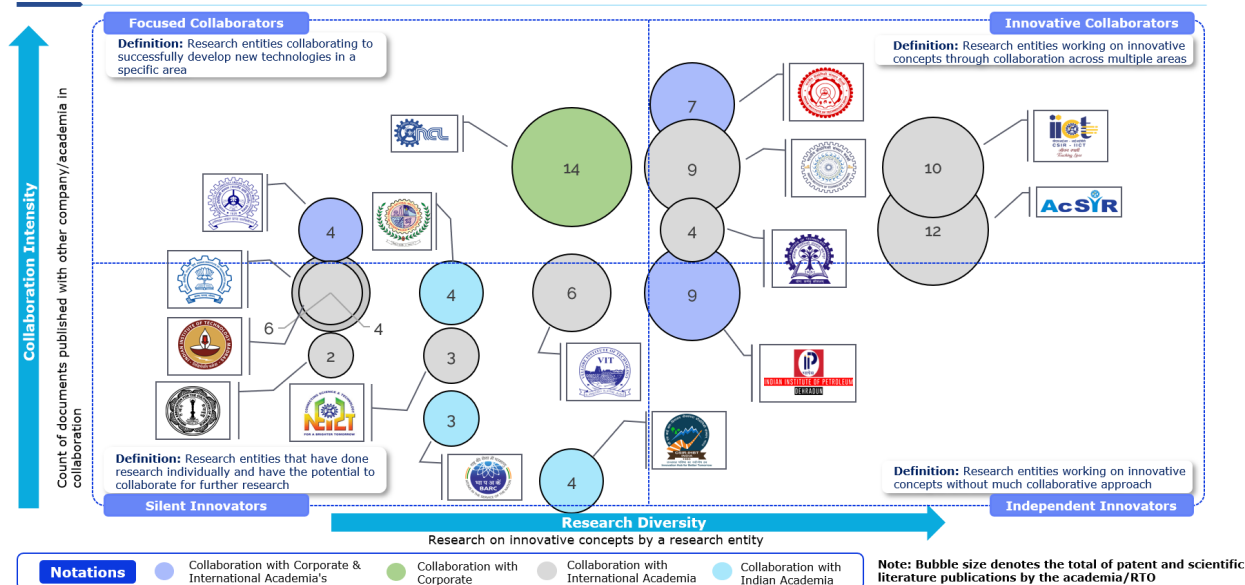
Analyst Commentary: Ethyl acetate, acetaldehyde, and ethylene have come up as key products from the study that corroborate the market trends and are key ingredients to be utilized as intermediates for valuable products such as Polyethylene, ethylene glycol, and others



Note: Here, the number denotes the number of patents + scientific literature | Documents covering multiple reactions or products have been considered multiple times for the preparation of this chart

Executive Summary – Assessment of Research Potential

Analyst Commentary: The choice of catalysts, e.g., alumina, copper, palladium, and reaction conditions is crucial for optimizing the efficiency and selectivity of each conversion, enabling the production of key industrial chemicals, such as ethylene, ethyl acetate, acetaldehyde, and acetic acid, which are used for various application, such as plastics, solvents, pharmaceuticals, and food additives



Impact

- Helped client identify the emerging growth potential of the ethanol-to-chemicals market, with India's market volume projected to increase from **781 kt in 2023 to 1,693 kt by 2030**, reflecting a CAGR of 11.7%.
- Offered support to the client with identifying and prioritizing high-growth opportunities in catalytic technology and securing a differentiated position in India's expanding green chemical segment.
- Provided a clear roadmap for technology deployment and partnerships, aiding the client in establishing a strong presence among catalyst suppliers in India and strengthening its position in the ethanol-to-chemicals value chain.

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