

B2B Audience Analysis

Host Company:

Lucite Diakon, Mitsubishi Chemicals

Industry Vertical:

PMMA lighting

Existing Customers:

Signify, Philips, Ledil, Trux

Target Industries:

Lighting Manufacturers

Competitors:

Acme Plastics, Plasticsheetshop, nudec plastic, arpadis

Company Size to Target:

> 50m revenue

Country:

UK Ireland Germany France Italy Netherlands Spain Morocco Poland Sw

Submit

Analysis Results:

1. HOST COMPANY

Lucite Diakon and Mitsubishi Chemicals are two major players in the PMMA (polymethyl methacrylate) manufacturing industry. Lucite Diakon is a subsidiary of Lucite International, which is a leading global manufacturer of PMMA products. Mitsubishi Chemicals is a diversified chemical company with a strong presence in the PMMA market.

Additional companies in this category include:

- i. Evonik Industries (Germany) - A major manufacturer of PMMA and other specialty chemicals.
- ii. Arkema (France) - A leading producer of PMMA and other polymers.
- iii. Sumitomo Chemical Co., Ltd. (Japan) - A diversified chemical company with a significant PMMA production capability.

2. INDUSTRY VERTICAL

The PMMA lighting industry is a specialized segment within the broader lighting industry. PMMA, also known as acrylic glass, is widely used in the manufacturing of lighting products due to its excellent light transmission properties, durability, and versatility.

Other companies in this industry vertical include:

- i. Plaskolite (USA) - A leading manufacturer of PMMA sheets and lighting products.
- ii. Acrylite (Roehm GmbH, Germany) - A major producer of PMMA sheets and lighting solutions.
- iii. Plasmoplast AB (Sweden) - A specialized manufacturer of PMMA lighting products.

3. TARGET COMPANY SIZE

Companies with a revenue of over \$50 million are typically large enterprises or corporations operating in the lighting or related industries. These companies often have a global presence and significant

manufacturing capabilities.

Examples of additional companies in this category include:

- i. Zumtobel Group (Austria) - A leading lighting solutions provider with a revenue of over \$1 billion.
- ii. Osram (Germany) - A multinational lighting manufacturer with a revenue of around \$3.5 billion.
- iii. Acuity Brands (USA) - A major lighting and building management solutions company with a revenue of over \$3.6 billion.

4. COUNTRY

The countries listed (UK, Ireland, Germany, France, Italy, Netherlands, Spain, Morocco, Poland, Sweden, Norway, Denmark, and Finland) represent a wide range of European markets with significant potential for the PMMA lighting industry.

Additional companies in these countries include:

- i. Fagerhult (Sweden) - A leading lighting solutions provider based in Sweden.
- ii. Lamalux (Germany) - A German manufacturer of PMMA and other plastic products, including lighting solutions.
- iii. Lightway (Poland) - A Polish lighting company specializing in LED lighting products.

5. EXISTING CUSTOMERS

The listed existing customers (Signify, Philips, Ledil, and Trux) are well-established companies in the lighting industry, representing both lighting manufacturers and component suppliers.

Additional companies in this category include:

- i. Cree (USA) - A leading manufacturer of LED lighting and semiconductor products.
- ii. Osram (Germany) - A multinational lighting manufacturer with a strong presence in Europe.
- iii. Zumtobel Group (Austria) - A major lighting solutions provider with a global reach.

6. TARGET INDUSTRIES

- i. Lighting Manufacturers - Companies that design, produce, and market various types of lighting products, including LED, fluorescent, and incandescent lighting solutions.
- ii. Automotive Lighting Manufacturers - Manufacturers of lighting systems for vehicles, such as headlights, taillights, and interior lighting.
- iii. Architectural Lighting Designers - Companies that specialize in designing and implementing lighting solutions for buildings and architectural projects.

7. COMPETITORS

- i. Acme Plastics - A manufacturer of PMMA and other plastic products, likely serving the lighting industry.
- ii. Plasticssheetshop - An online retailer or distributor of plastic sheets, including PMMA sheets for lighting applications.
- iii. nudec plastic - A plastic product manufacturer, potentially offering PMMA products for lighting applications.
- iv. arpadis - A company operating in the plastic industry, possibly manufacturing PMMA or related products.

8. TRENDS

- i. Increasing demand for energy-efficient lighting solutions, such as LED lighting, driving innovation and adoption of PMMA-based products.
- ii. Growing emphasis on sustainable and eco-friendly manufacturing processes, leading to the development of more environmentally-friendly PMMA production methods.
- iii. Advancements in PMMA technology, enabling the creation of new and improved lighting products with enhanced optical properties and durability.

9. UNIQUE INSIGHT

One unique insight that could be valuable for marketing purposes is the growing demand for customized and specialized lighting solutions in various industries, such as automotive, architectural, and retail. This trend presents an opportunity for PMMA manufacturers to collaborate with lighting designers and manufacturers to develop tailored PMMA products that meet specific requirements and design aesthetics.

10. REFINE TARGET AUDIENCE

The information provided can be used to refine target audiences in the following ways:

- i. Focus on companies in the identified target countries that have a strong presence in the lighting industry or related sectors.
- ii. Prioritize existing customers and their competitors as potential targets for cross-selling or capturing market share.
- iii. Segment the target audience based on company size, with customized marketing strategies for large enterprises and smaller niche players.
- iv. Tailor marketing efforts to address specific industry trends and challenges, such as the demand for energy-efficient or sustainable lighting solutions.

11. POTENTIAL CHALLENGES

- i. Intense competition from well-established players in the PMMA and lighting industries, making it challenging to differentiate and gain market share.
To overcome this challenge, focus on highlighting unique product features, superior quality, and tailored solutions that address specific customer needs.
- ii. Rapidly evolving technology and changing consumer preferences, which could lead to shifts in demand or render existing products obsolete.
Stay ahead of the curve by investing in research and development, closely monitoring industry trends, and being proactive in adapting to changing market dynamics.

12. COUNTRY TARGETS

- i. Vossloh-Schwabe (Germany)
- ii. Zumtobel Group (Austria)
- iii. Tridonic (Austria)
- iv. Osram (Germany)
- v. Glamox (Norway)
- vi. Cree (USA, with European operations)
- vii. Aura Light (Sweden)
- viii. Havells (India, with European operations)
- ix. Helvar (Finland)
- x. Feilo Sylvania (Belgium)

13. CREATIVE IDEA

One creative marketing tactic to try could be hosting a virtual or in-person "PMMA Innovation Summit" or trade show, where PMMA manufacturers, lighting designers, and industry experts come together to showcase the latest PMMA technology, discuss trends, and explore new possibilities for collaboration and innovation. This event could foster networking opportunities, generate media buzz, and position the host company as a thought leader in the PMMA lighting industry.

14. USEFUL RESOURCES

- i. https://www.lucintel.com/pmma_industry_2021.aspx (Lucintel PMMA industry report)
- ii. <https://www.marketsandmarkets.com/Market-Reports/pmma-market-677.html> (Markets and Markets PMMA market report)
- iii. <https://www.lightingeurope.org/> (Lighting Europe industry association)
- iv. <https://www.ies.org/> (Illuminating Engineering Society)
- v. <https://www.plasticseurope.org/> (PlasticsEurope trade association)
- vi. <https://www.european-bioplastics.org/> (European Bioplastics association)
- vii. <https://www.lighting.philips.com/> (Philips Lighting website)
- viii. <https://www.osram.com/> (Osram lighting website)

ix. <https://www.signify.com/> (Signify lighting website)
x. <https://www.ledil.com/> (Ledil optics website)