

Asia Commodity Market Assessment

Client Background

The client wanted to assess the new opportunity to enter a specific commodity market in Asia.

10EQS Approach

Disaggregation of problem into several sub components:

- Manufacturing overview (major players, market shares, market dynamics, margins), distribution structure (distribution models, major distributors, value chain, mark ups/cost)
- Import industry (major importers, ports of entry, transportation cost, taxes, regulatory environment)
- Market Sizing (production/consumption/ import/ export volumes), market growth (outlook and key drivers), main consumption areas, price trends, product type specifications and substitutes

Key Engagement Stats

Project Type: New opportunity assessment

Delivery: 4 weeks

Delivery Team: 1 Engagement Manager, 8 Senior Experts, 3 Business Analysts and 6 Junior Experts



Summary of Results

10EQS provided the client with the following insights:

- Identified major potential competitors including market share, size, growth rates, product lines and distribution network
- Pricing, market shares for different product segments and customer's key buying preferences, emerging product substitutes.
- Analysis of import volumes, import taxes, margins and domestic supply/demand with implications for client opportunity attractiveness
- Suggested next steps: compile short list of distributors region by region; deep dive on cost structure comparison to local manufacturers with implications for product pricing and margins

How to Get Started Today

To find out more about how 10EQS can benefit your business, please contact us at clients@10EQS.com