

> **The Customer**

Customers include packing material and packaging material manufacturers, machine manufacturers, other suppliers and research institutes.

> **The Challenge**

From the market player side there is a demand for in depth market data, to identify trends at an early stage: New coating technologies raise some high expectations in market growth for paper compounds.

> **The Solution**

To evaluate the growth potential for the German market a market and competition analysis is conducted in cooperation with the consulting firm sciendea+. In detail, this includes:

- > Market overview of filler industries with segmentation by packaging material variants and packaging shapes, market forecasts, industry trends
- > Value chain analysis from paper production, paper web finishing, through to filling and distribution
- > Competition analysis with sales ranking and 60 detailed company profiles including strengths and weaknesses analysis
- > Industry structure analysis according to Porter for the TOP 5 filler industries
- > Systematic analysis of the success factors and business models of the market leader and innovation leader
- > Conclusions and action recommendations

> **The Result**

The result of the analysis is the identification of profitable markets. The focus here is on the evaluation of the future sustainability of the industries and herefrom resulting action options for the market players. By deriving the optimal positioning in the competitive environment, the study provides strategic decision making support for corporate planning.

> **What can we do for you? Find out more at [www.gvmonline.de](http://www.gvmonline.de) or give us a call at: +49 (0) 6131 33673-0. We are happy to be of assistance!**