



Analysis of ASEAN Rubber Goods Market

Overview

A global carbon black producer required analysis of the ASEAN Rubber Goods segment carbon black demand split by segmental industries covering specific countries of interest over the three year period 2015 to 2017.

Objectives

Provide RCCL Global Tire & Rubber Chemicals Database[®] figures and compare and contrast with figures derived from top down models and additional research.

Provide a view of the most probable market volume outcome for the specific countries of interest.

Actions

- Extensive use was made of RCCL's Global Tire & Rubber Chemicals Database[®]
 - Existing information for ASEAN countries was reviewed as follows:
 - A full sweep of consumers was made ensuring information reflects current and future practises
 - Additional searches and investigations were made to ensure all relevant consumers were captured.
 - Parameters for market projections were reviewed and updated
 - Test reports were compared to previous versions for consistency
 - Final reports were generated
 - Carbon black market estimates were produced and broken down by:
 - Country
 - Industry segment
 - Year
- Alternative estimates were made using the following techniques:
 - Top down models for the automotive segment
 - Additional research using trade databases, journals, associations and other relevant sources

Outcome

Results were summarised in an Excel Workbook.

Volumes calculated by both methods were in good agreement, the results indicated that the Global Database reporting provided a finer level of differentiation by industry segment.

Findings were discussed with the client by telephone.