



## **North American & European Rubber Market Demand for TMQ**

### **Overview**

A client required an understanding of the demand for TMQ from the Tire and MRG segments in North America and Europe.

### **Objective**

The information was needed to help facilitate the client's marketing strategy for an alternative renewable antidegradant product.

### **Scope**

Product: TMQ antioxidant.

Geography: Europe and NAFTA.

Timeline: 2018 for market volumes. 2018 to June 2019 for market pricing.

Market Volumes: Split by region, country, market and consumer.

Pricing: Average regional market pricing by quarter.

Discussion: Manufacturers of TMQ and regional capabilities, importers into NAFTA and Europe.

### **Actions**

RCCL utilised its proprietary Global Tire & Rubber Chemicals Database, industry knowledge and key contacts to develop the report and discussions. Volume data and pricing was cross-checked with confidential sources to ensure consistency.

### **Outcome**

Report was delivered to schedule.