



## **Precipitated Silica for Tires: Market Growth and Value Potential**

### **Overview**

A global chemical corporation required regional and country specific growth potential for precipitated silica used in tires. Further to this, a simple market demand versus pricing model was requested for specific regions and countries.

### **Objectives**

Utilise RCCL's Global Tire & Rubber Chemicals Database<sup>®</sup> to develop volume demand by region, country, tire type and precipitated silica type.

Provide regional and country specific value potentials based upon a simple market supply versus demand model utilising historic pricing as a basis for forward estimations.

### **Actions**

- Utilise RCCL's Global Tire & Rubber Chemicals Database<sup>®</sup> to determine historic, current and future precipitated silica demand by region, country, silica type and end use.
- Draw on pre-existing information from the Tire Precipitated Silica Industry & Market Report 2017 published by RCCL to develop the simple market model.
- Create Pivot Table reports for volume demand.
- Create a bespoke market supply versus demand model in Excel format.
  - Agree on the approach via interaction with client.
  - Develop approach for one region and validate with client.
  - Finalise model for other regions and specific countries.

### **Outcome**

Results were presented in an Excel Workbook with Pivot Tables for market volumes and interactive Excel worksheet models for specific regions and countries.

Final report was discussed with the client by telephone.