

## Tire Resins Global Market Study

### Overview

A corporate client wanted in depth market analysis for tire resin usage in order to ascertain future opportunities.

### Objectives

Provide a detailed study of global tire resin usage by specified region, country, tire type and resin type with a particular focus on performance enhancing resin opportunities.

### Actions

- Project objectives and required outcomes were discussed.
- An agreed segmentation was developed between MRT and the Client.
- MRT walked the client through the proposed process and adjusted the final outcome based on client feedback.
- A final report was delivered covering resin use split out by:
  - Region & country.
  - Resin type (e.g. Phenolic, Rosin, Terpene, C5, C9, Coumarone etc.).
  - Tyre category (e.g. Truck, PC, SUV etc.).
  - Tyre sub category (e.g. PC – Winter, PC – Summer etc.).
- Questions and queries were answered in a follow up call.

### Outcome

Detailed preparation done in combination with the client enhanced the project value for the client.

The final report was completed and submitted prior to the deadline.

Questions and queries were answered during a follow up call.