



Analysis of Tire Tread Enhancement Additive (Resins) Market

Overview

A client required historic, current and future market volumes and values for the tire tread enhancement additive market. The client required this information to benchmark their own understanding of this market and the potential opportunities.

Objectives

Provide a market breakdown based on client requirements for specific additive types.

Provide a market breakdown based on region and country.

Actions

- RCCL researched the current landscape and benchmarked understanding versus information from confidential sources.
- RCCL utilised the Global Tire & Rubber Chemicals Database© to determine historic, current and future volumes based on the client scope.

Outcome

RCCL delivered a report and associated client data workbook to the agreed deadline.

The report was discussed and signed-off with the client.