



Top-Down Modelling of Rubber Automotive Components

Overview

A global rubber chemical supplier required market insight relating to current and future rubber compound and component movements in the automotive industry. This insight was required to enable the supplier to benchmark their own estimations and provide focus for future development efforts.

Objectives

Provide historic, current and future automotive component compound volume and unit demand.

Provide market breakdowns by year, region, original equipment, replacement parts, component type and subtype.

Actions

- Utilise RCCL's proprietary automotive top-down model to analyse past, present and future automotive rubber component demand.
- Supply data in an Excel Pivot table.

Outcome

Information was supplied according to the agreed deadline.

The results were discussed and signed-off with the client.