Specialty Plastic Additives

US Industry Study with Forecasts for 2017 & 2022

Study #3016 | April 2013 | $4900 | 297 pages
Table of Contents

EXECUTIVE SUMMARY

MARKET ENVIRONMENT
General ............................................ 4
Macroeconomic Environment................. 5
Demographic Trends .............................. 8
Manufacturing Outlook ....................... 12
Construction Outlook ......................... 15
Plastic Resin Outlook ......................... 18
Pricing Trends .................................. 22
Historical Market Trends ...................... 24
Regulatory & Environmental Factors ......... 26
Regulatory Trends ................................ 27
Health & Environmental Factors ............. 29
Recycling ........................................ 31
International Activity .......................... 32
Foreign Trade ................................... 34

DEMAND BY TYPE
General ........................................... 36
Plasticizers ....................................... 40
Phthalates ......................................... 41
Non-Phthalates ................................... 44
Markets ............................................ 48
Protective Additives ............................. 50
Flame Retardants ................................ 52
Halogenated Compounds ....................... 54
Non-Halogenated Compounds .................. 56
Antioxidants ....................................... 58
Heat Stabilizers .................................. 60
Light Stabilizers .................................. 63
Antimicrobials .................................... 66
Markets ............................................ 70
Property Modifiers............................... 71
Impact Modifiers ................................ 74
Colorants .......................................... 77
Chemical Blowing Agents ...................... 82
Antistatic Agents ................................ 84
Antifogging Agents .............................. 87
Markets ............................................ 89
Processing Aids .................................. 91
Lubricants & Mold Release Agents ........... 93
Slip Agents ........................................ 96
Compatibilizers & Coupling Agents ........... 98
AntiBlocking Agents ......................... 101
Markets ........................................... 104

DEMAND BY RESIN
General ........................................... 106
Polyvinyl Chloride ................................. 109
Polyvinyl Chloride Overview .................. 109
Specialty Plastic Additives Demand ......... 110
Plasticizers ....................................... 112
Property Modifiers ............................... 114
Protective Additives ............................. 116
Processing Aids .................................. 119
Specialty Plastic Additives Markets ......... 120
Polyethylene ....................................... 123
Polyethylene Overview .......................... 124
Specialty Plastic Additives Demand ......... 126
Property Modifiers ............................... 128
Protective Additives ............................. 130
Processing Aids & Plasticizers ............... 132
Specialty Plastic Additives Markets ......... 134
Polypropylene ..................................... 137
Polypropylene Overview .......................... 137
Specialty Plastic Additives Demand ......... 139
Protective Additives ............................. 141
Property Modifiers ............................... 143
Processing Aids & Plasticizers ............... 145
Specialty Plastic Additives Markets ......... 147
Polyurethane ...................................... 150
Polyurethane Overview .......................... 150
Specialty Plastic Additives Demand ......... 152
Protective Additives ............................. 153
Plasticizers & Other Additives ............... 154
Specialty Plastic Additives Markets ......... 156
Polystyrene ....................................... 158
Polystyrene Overview ............................ 158
Specialty Plastic Additives Demand ......... 160
Protective Additives ............................. 161
Property Modifiers ............................... 163
Processing Aids & Plasticizers ............... 164
Specialty Plastic Additives Markets ......... 165
Other Plastics ...................................... 167
Specialty Plastic Additives Demand ......... 167
Protective Additives ............................. 169
Plasticizers ....................................... 170
Property Modifiers ............................... 172
Processing Aids .................................. 173
Specialty Plastic Additives Markets ......... 175

INDUSTRY STRUCTURE
General ........................................... 177
Market Share ..................................... 180
Industry Restructuring .......................... 185
Cooperative Agreements ....................... 188
Marketing & Distribution ...................... 191
Research & Development ...................... 192
Competitive Strategies ....................... 194

COMPANY PROFILES
Air Products and Chemicals ................. 197
Akzo Nobel ....................................... 199
Albemarle Corporation ......................... 201
Amfine Chemical ................................ 204
Arkema SA ........................................ 207
Baerlocher GmbH ................................. 209
BASF SE .......................................... 211
Berkshire Hathaway .............................. 214
Buckman Laboratories International ...... 216
Chevron Polymer-Additive ................... 217
Chemtura Corporation ......................... 219
Clariant International ......................... 224
Cristal Global .................................... 229
Croda International ............................ 230
Cytect Industries ................................. 233
Dow Chemical .................................... 235
DuPont (EI) de Nemours ....................... 239
Eastman Chemical ............................... 242
Evonik Industries ................................. 246
Exxon Mobil ...................................... 249
Ferro Corporation ................................ 251
Galata Chemicals ................................. 254
Grace (WR) & Company ....................... 256
Hammond Group .................................. 257
HEXPOL AB ....................................... 258
Huber (JM) Corporation ......................... 260
ICC Industries .................................... 262
Israel Chemicals ................................. 265
Kaneka Corporation ............................. 268
LANXESS AG ....................................... 270
Lonzag Group ..................................... 275
Milletik & Company .............................. 277
Occidental Petroleum ......................... 279
OMNOVA Solutions .............................. 281
OXEA GmbH ...................................... 283
PMC Global ....................................... 285
PMC Group ....................................... 287
PolyOne Corporation ......................... 291
Rio Tinto Group .................................. 295

List of Tables

EXECUTIVE SUMMARY
1 Summary Table .................................. 3

MARKET ENVIRONMENT
1 Macroeconomic Indicators .................... 8
2 Population & Households .................... 12
3 Manufacturers' Shipments .................... 15
4 Construction Expenditures ................... 18
5 Plastic Resin Supply & Demand ............. 21
6 Specialty Plastic Additives Prices .......... 23
7 Specialty Plastic Additives .................... 26

(continued on following page)
### List of Tables
(continued from previous page)

#### DEMAND BY TYPE

1. Specialty Plastic Additives
   Demand by Type.................................. 38
2. Plasticizers Demand in
   Plastics by Type................................... 41
3. Phthalate Plasticizers
   Demand in Plastics.................................. 44
4. Non-Phthalate Plasticizers
   Demand in Plastics.................................. 48
5. Plasticizers Demand in
   Plastics by Market.................................. 49
6. Protective Additives Demand
   in Plastics by Type.................................. 51
7. Flame Retardants Demand in Plastics... 54
8. Antioxidants Demand in Plastics........... 60
9. Heat Stabilizers Demand in Plastics........ 63
10. Light Stabilizers Demand in Plastics..... 66
11. Antimicrobials Demand in Plastics....... 69
12. Protective Additives Demand
    in Plastics by Market............................... 71
13. Property Modifiers Demand
    in Plastics by Type.................................. 73
14. Impact Modifiers Demand in Plastics.... 77
15. Colorants Demand in Plastics............. 81
16. Chemical Blowing Agents
    Demand in Plastics.................................. 84
17. Antistatic Agents Demand in Plastics.... 87
18. Antifogging Agents
    Demand in Plastics.................................. 89
19. Property Modifiers Demand
    in Plastics by Market............................... 90
20. Processing Aids Demand
    in Plastics by Type.................................. 92
21. Lubricants & Mold Release Agents
    Demand in Plastics.................................. 96
22. Slip Agents Demand in Plastics........... 98
23. Compatibilizers & Coupling
    Agents Demand in Plastics......................... 101
24. Antiblocking Agents
    Demand in Plastics.................................. 103
25. Processing Aids Demand
    in Plastics by Market............................... 105

#### DEMAND BY RESIN

1. Specialty Plastic Additives
   Demand by Resin.................................. 107
2. Polyvinyl Chloride Supply & Demand .. 110
3. Polyvinyl Chloride Demand for
   Specialty Plastic Additives .............. 112
4. Polyvinyl Chloride Demand
   for Plasticizers.................................. 114
5. Polyvinyl Chloride Demand
   for Property Modifiers....................... 116
6. Polyvinyl Chloride Demand
   for Protective Additives..................... 118
7. Polyvinyl Chloride Demand
   for Processing Aids......................... 120
8. Polyvinyl Chloride Demand for Specialty
   Plastic Additives by Market.............. 122
9. Polyethylene Supply & Demand........... 126
10. Polyethylene Demand for Specialty
    Plastic Additives.............................. 128
11. Polyethylene Demand for
    Property Modifiers............................ 130
12. Polyethylene Demand for
    Protective Additives........................... 132
13. Polyethylene Demand for Processing
    Aids & Plasticizers............................ 134
14. Polyethylene Demand for Specialty
    Plastic Additives by Market.............. 136
15. Polypropylene Supply & Demand.......... 139
16. Polypropylene Demand for
    Specialty Plastic Additives............. 140
17. Polypropylene Demand for
    Protective Additives........................... 143
18. Polypropylene Demand for
    Property Modifiers............................. 145
19. Polypropylene Demand for Processing
    Aids & Plasticizers............................ 147
20. Polypropylene Demand for Specialty
    Plastic Additives by Market.............. 149
21. Polyurethane Production.................. 151
22. Polyurethane Demand for Specialty
    Plastic Additives.............................. 152
23. Polyurethane Demand for
    Protective Additives........................... 154
24. Polyurethane Demand for Plasticizers
    & Other Additives............................... 155
25. Polyurethane Demand for Specialty
    Plastic Additives by Market.............. 157
26. Polystyrene Supply & Demand............ 159
27. Polystyrene Demand for Specialty
    Plastic Additives.............................. 160
28. Polystyrene Demand for
    Protective Additives........................... 163
29. Polystyrene Demand for
    Property Modifiers............................. 164
30. Polystyrene Demand for Processing
    Aids & Plasticizers............................ 165
31. Polystyrene Demand for Specialty
    Plastic Additives by Market.............. 166
32. Other Resins Demand for Specialty
    Plastic Additives.............................. 168
33. Other Resins Demand for
    Protective Additives........................... 170
34. Other Resins Demand for Plasticizers . 171
35. Other Resins Demand for
    Property Modifiers......................... 173
36. Other Resins Demand for
    Processing Aids............................... 174
37. Other Resins Demand for Specialty
    Plastic Additives by Market.............. 176

### INDUSTRY STRUCTURE

1. US Specialty Plastic Additives
   Sales by Company, 2012...................... 178
2. Selected Acquisitions & Divestitures.. 187
3. Selected Cooperative Agreements..... 190

### List of Charts

#### MARKET ENVIRONMENT

1. World Demand for Specialty
   Plastic Additives, 2012...................... 34

#### DEMAND BY TYPE

1. Specialty Plastic Additives Demand
   by Type, 2012: Volume & Value............ 39
2. Protective Additives Demand
   in Plastics by Type, 2012............... 52
3. Property Modifiers Demand
   in Plastics by Type, 2012............... 74
4. Processing Aids Demand in
   Plastics by Type, 2012.................... 93

#### DEMAND BY RESIN

1. Specialty Plastic Additives Demand
   by Resin, 2012: Volume & Value........... 108
2. Polyvinyl Chloride Demand for Specialty
   Plastic Additives by Market, 2012........ 123
3. Polyethylene Demand for Specialty
   Plastic Additives by Market, 2012........ 137
4. Polypropylene Demand for Specialty
   Plastic Additives by Market, 2012........ 150
5. Polyurethane Demand for Specialty
   Plastic Additives by Market, 2012........ 158
6. Polystyrene Demand for Specialty
   Plastic Additives by Market, 2012........ 167

#### INDUSTRY STRUCTURE

1. Specialty Plastic Additives
   Market Share, 2012............................ 181
Demand will be driven by significant opportunities in a rebounding construction market, which is anticipated to generate over two-thirds of new demand for plastic additives through 2017.

US demand to rise 4.5% annually through 2017

US demand for specialty plastic additives is forecast to rise 4.5 percent annually to 4.0 billion pounds in 2017, with market value increasing 6.6 percent per year to $7.3 billion. Advances will be fueled by an improved macroeconomic climate, which will boost overall demand for plastics in a number of markets. In particular, a strong rebound in construction activity following the severe declines of the recession-impacted 2007-2012 period will provide significant opportunities in the construction market, which is anticipated to generate over two-thirds of new demand for plastic additives through 2017. The ability of additives to enhance the performance properties of plastic resins, thus making them more competitive with alternative materials in a widening array of applications, will continue to drive their use through the forecast period.

Plasticizers to be paced by non-phthalate types

Plasticizers are by far the largest type of specialty plastic additive, accounting for nearly half of total market volume in 2012. The outlook for plasticizers is tied closely to that for flexible polyvinyl chloride (PVC) products, which accounted for the vast majority of demand. Although phthalates will continue to dominate the plasticizers market, more rapid gains are anticipated for non-phthalate types due to ongoing concerns regarding the health and environmental risks associated with phthalate exposure. Spurred by mounting unease among consumers, producers are phasing out the use of controversial compounds such as diethylhexyl phthalate (DEHP) plasticizers in favor of higher molecular weight phthalates and phthalate-free formulations that are safer.

Flame retardants to remain key protective additive

Among protective additives, flame retardants dominate in volume terms and are projected to offer the best growth prospects, spurred by their use in construction products and related industries such as wire and cable. Health concerns about halogenated flame retardants, some of which are being voluntarily phased out, have resulted in a shift in product mix toward non-halogenated alternatives. Among the other protective additives, demand for heat stabilizers will rebound strongly based on their use in rigid PVC products, while antioxidants will also do well.

In the property modifiers segment, impact modifiers are the largest and fastest growing product type. These additives are chiefly employed in rigid PVC construction products and will therefore benefit from the turnaround in construction spending through 2017. This rebound will also benefit colorants used in wood-plastic composite lumber and chemical blowing agents used in the PVC decking, molding, and trim.
Demand by Type

Plasticizers

By far the largest single type of specialty plastic additive, plasticizers are used to improve the flexibility, resiliency, and flowability characteristics of plastics, primarily PVC, which accounts for the vast majority of total plasticizers demand. In general, plasticizers are liquid organic chemicals with high boiling points (i.e., solvents), although there are a few which are solids. In flexible PVC, plasticizers are used in extremely high quantities, with loadings ranging from 30 to over 100 parts per hundred resin. This is a significant barrier to new products entering the market, as they must have a low enough cost to compete with existing commodity chemicals.

Due to its reliance on PVC, demand for plasticizers is cyclical as PVC consumption is tied to volatile markets such as construction and automotive sectors. However, gains will be to some degree by ongoing health and environmental concerns associated with PVC, particularly those linked to the phthalate plasticizers commonly used in PVC compounding. This will support demand for less environmentally damaging substances such as polyolefins and thermoplastic elastomers, particularly in sensitive applications such as those in the medical field. Nevertheless, PVC will remain widely used and phthalate plasticizers will continue to account for the majority of plasticizers demand through the forecast period.

By far the largest single type of specialty plastic additive, plasticizers are used to improve the flexibility, resiliency, and flowability characteristics of plastics, primarily PVC, which accounts for the vast majority of total plasticizers demand. In general, plasticizers are liquid organic chemicals with high boiling points (i.e., solvents), although there are a few which are solids. In flexible PVC, plasticizers are used in extremely high quantities, with loadings ranging from 30 to over 100 parts per hundred resin. This is a significant barrier to new products entering the market, as they must have a low enough cost to compete with existing commodity chemicals.

Due to its reliance on PVC, demand for plasticizers is cyclical as PVC consumption is tied to volatile markets such as construction and automotive sectors. However, gains will be to some degree by ongoing health and environmental concerns associated with PVC, particularly those linked to the phthalate plasticizers commonly used in PVC compounding. This will support demand for less environmentally damaging substances such as polyolefins and thermoplastic elastomers, particularly in sensitive applications such as those in the medical field. Nevertheless, PVC will remain widely used and phthalate plasticizers will continue to account for the majority of plasticizers demand through the forecast period.

<table>
<thead>
<tr>
<th>Item</th>
<th>2002</th>
<th>2007</th>
<th>2012</th>
<th>2017</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plastics Demand</td>
<td>91.2</td>
<td>95.3</td>
<td>85.6</td>
<td>100.2</td>
<td>110.2</td>
</tr>
<tr>
<td>lb antioxidants/000 lb plastics</td>
<td>1.37</td>
<td>1.44</td>
<td>1.52</td>
<td>1.60</td>
<td>1.63</td>
</tr>
<tr>
<td>Antioxidants Demand</td>
<td>125</td>
<td>137</td>
<td>130</td>
<td>160</td>
<td>180</td>
</tr>
<tr>
<td>Hindered Phenols</td>
<td>57</td>
<td>61</td>
<td>58</td>
<td>71</td>
<td>80</td>
</tr>
<tr>
<td>Phosphites</td>
<td>41</td>
<td>46</td>
<td>43</td>
<td>54</td>
<td>62</td>
</tr>
<tr>
<td>Thioesters</td>
<td>9</td>
<td>11</td>
<td>11</td>
<td>13</td>
<td>14</td>
</tr>
<tr>
<td>Amines &amp; Other</td>
<td>18</td>
<td>19</td>
<td>18</td>
<td>22</td>
<td>24</td>
</tr>
<tr>
<td>$/lb</td>
<td>2.26</td>
<td>2.53</td>
<td>3.08</td>
<td>3.25</td>
<td>3.56</td>
</tr>
<tr>
<td>Antioxidants Demand</td>
<td>282</td>
<td>347</td>
<td>400</td>
<td>520</td>
<td>640</td>
</tr>
<tr>
<td>Hindered Phenols</td>
<td>134</td>
<td>177</td>
<td>212</td>
<td>275</td>
<td>340</td>
</tr>
<tr>
<td>Phosphites</td>
<td>69</td>
<td>80</td>
<td>90</td>
<td>117</td>
<td>150</td>
</tr>
<tr>
<td>Thioesters</td>
<td>16</td>
<td>18</td>
<td>21</td>
<td>27</td>
<td>33</td>
</tr>
<tr>
<td>Amines &amp; Other</td>
<td>63</td>
<td>72</td>
<td>77</td>
<td>101</td>
<td>117</td>
</tr>
<tr>
<td>% antioxidants</td>
<td>18.8</td>
<td>18.9</td>
<td>22.4</td>
<td>21.0</td>
<td>20.8</td>
</tr>
<tr>
<td>Protective Additives Demand</td>
<td>1501</td>
<td>1837</td>
<td>1785</td>
<td>2480</td>
<td>3080</td>
</tr>
</tbody>
</table>
OMNOVA Solutions Incorporated
175 Ghent Road
Fairlawn, OH 44333
330-869-4200
http://www.omnova.com
Sales:  $1.1 billion (FY 2012)
US Sales:  $685 million (FY 2012)
Employment:  2,390 (FY 2012)
Key Products:  antioxidants and elastomeric modifiers

OMNOVA Solutions Incorporated designs, develops, produces, and markets decorative and functional surfaces, emulsion polymers and specialty chemicals for a variety of commercial, industrial, and residential applications. The Company operates through two segments: Performance Chemicals and Engineered Surfaces.

The Company participates in the US specialty plastic additives industry through the Performance Chemicals segment, which posted FY 2012 sales of $865 million. The segment operates through two product groups: Specialty Chemicals, and Paper and Carpet Chemicals. Of these product groups, the Specialty Chemicals group, which accounted for FY 2012 sales of $521 million, includes such specialty plastic additives as antioxidants and elastomeric modifiers.

OMNOVA Solutions' antioxidants include WINGSTAY hindered phenol and amine based compounds that are designed to inhibit degradation caused by excessive exposure to oxygen, heat, and sunlight in acrylonitrile-butadiene-styrene (ABS) and thermoplastic polyesters. WINGSTAY antioxidants also resist moisture and quickly emulsify to

---

“Demand for protective additives in polyethylene is forecast to increase 5.0 percent annually to more than 100 million pounds in 2017, outpacing all other additive types. In value terms, consumption is expected to surpass $290 million, rising 5.4 percent per year. Gains will be driven by healthy growth in antioxidants and flame retardants, the two largest protective additives in volume terms. Demand for light stabilizers will also expand, …”
---

Section IV, pg. 130

---

TABLE IV-10

<table>
<thead>
<tr>
<th>POLYETHYLENE DEMAND FOR SPECIALTY PLASTIC ADDITIVES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item</td>
</tr>
<tr>
<td>-----------------------------------------------------</td>
</tr>
<tr>
<td>Polyethylene Demand (mil lb)</td>
</tr>
<tr>
<td>lb additives/000 lb polyethylene</td>
</tr>
<tr>
<td>Plastic Additives in Polyethylene (mil lb)</td>
</tr>
<tr>
<td>Property Modifiers</td>
</tr>
<tr>
<td>Protective Additives</td>
</tr>
<tr>
<td>Processing Aids &amp; Plasticizers</td>
</tr>
<tr>
<td>$/lb</td>
</tr>
<tr>
<td>Plastic Additives in Polyethylene (mil $)</td>
</tr>
<tr>
<td>% polyethylene</td>
</tr>
<tr>
<td>Specialty Plastic Additives (mil $)</td>
</tr>
</tbody>
</table>

---

Copyright 2013 The Freedonia Group, Inc.

281
Order Information

Five Convenient Ways to Order

ONLINE: www.freedoniagroup.com
MAIL: Print out and complete the order form and send to The Freedonia Group (see address at the bottom of this form)
PHONE: Call toll free, 800.927.5900 (US) or +1 440.684.9600
FAX: +1 440.646.0484 (US)
EMAIL: info@freedoniagroup.com

Free Handling & Shipping
There is NO charge for handling or UPS shipping in the US. Expect delivery in 3 to 5 business days. Outside the US, Freedonia provides free airmail service. Express delivery is available at cost.

Orders Outside of the US
Checks must be made payable in US funds, drawn against a US bank and mailed directly to The Freedonia Group. For wire transfers please contact our customer service department at info@freedoniagroup.com. Credit cards accepted.

Credit Card Orders
For convenience, Freedonia accepts American Express, MasterCard or Visa. Credit card purchases must include account number, expiration date and authorized signature.

Save 15%
If you order three (3) different titles at the same time, you can receive a 15% discount. If your order is accompanied by a check or wire transfer, you may take a 5% cash discount (discounts do not apply to Corporate Use Licenses).

Corporate Use License
Now every decision maker in your organization can act on the key intelligence found in all Freedonia studies. For an additional $2600, companies receive unlimited use of an electronic version (PDF) of the study. Place it on your intranet, e-mail it to coworkers around the world, or print it as many times as you like.

Click here to learn more about the Corporate Use License

Order Form

Specialty Plastic Additives ........................................ $4900
☐ Corporate Use License (add to study price) *
☐ Additional Print Copies @ $600 each *
☐ Enclosed is my check (5% discount) drawn on a US bank and payable to The Freedonia Group, Inc., in US funds (Ohio residents add 7.75% sales tax)
☐ Bill my company ☐ American Express ☐ MasterCard ☐ Visa
☐ Individual Use License Agreement
☐ Corporate Use License Agreement

Name ____________________________
Title ____________________________
Company _________________________
Division _________________________
Street ____________________________
(No PO Box please)
City/State/Zip _____________________
Country __________________________
Phone ____________________________ Fax _____________________
Email ____________________________

F-WEB.-3016

Signature __________________________

☐ Please check appropriate option and sign below to order an electronic version of the study.

☐ Individual Use License Agreement
The undersigned hereby represents that the above captioned study will be used by only ___ individual(s) who are employees of the company and that the study will not be loaded on a network for multiple users. In the event that usage of the study changes, the Company will promptly notify Freedonia of such change and will pay to Freedonia the appropriate fee based on Freedonia’s standard fee schedule then in effect. Note: Entire company corporate use license, add $2600; one additional user, add $600; two additional users, add $1200; three additional users, add $1800.

☐ Corporate Use License Agreement
The above captioned study may be stored on the company’s intranet or shared directory, available to company employees. Copies of the study may be made, but the undersigned represents that distribution of the study will be limited to employees of the company.

Signature __________________________

* Please check appropriate option and sign below to order an electronic version of the study.
About The Freedonia Group

The Freedonia Group, Inc., is a leading international industry market research company that provides its clients with information and analysis needed to make informed strategic decisions for their businesses. Studies help clients identify business opportunities, develop strategies, make investment decisions and evaluate opportunities and threats. Freedonia research is designed to deliver unbiased views and reliable outlooks to assist clients in making the right decisions. Freedonia capitalizes on the resources of its proprietary in-house research team of experienced economists, professional analysts, industry researchers and editorial groups. Freedonia covers a diverse group of industries throughout the United States, the emerging China market, and other world markets. Industries analyzed by Freedonia include:

- Chemicals • Plastics • Life Sciences • Packaging • Building Materials • Security & Electronics • Industrial Components & Equipment • Automotive & Transportation Equipment • Household Goods • Energy/Power Equipment

Freedonia Custom Research

Freedonia Custom Research delivers the same high quality, thorough and unbiased assessment of an industry or market as an industry study. Since the research initiative is based upon a company’s specific needs, companies harness Freedonia’s research capabilities and resources to answer unique questions. When you leverage the results of a Freedonia Custom Research engagement, you are able to obtain important answers to specific questions and issues associated with: mergers and acquisitions, new product launches/development, geographic expansion, entry into new markets, strategic business planning, and investment and funding decisions.

Freedonia Custom Research is ideal for companies seeking to make a strategic difference in the status quo and focus on future business growth. Working side by side with clients, Freedonia’s team is able to define a research project that is custom-tailored to answer specific questions and provide the basis from which a company can make informed business decisions.