

# Worldwide Unsaturated Polyester Resin Competitive Analysis and Leadership Study

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Competitive analysis and leadership study based on the following criteria - company overview (company description and business segments, company statistics), unsaturated polyester resin business overview (unsaturated polyester resin business segments, global unsaturated polyester resin operations, key differentiators and strengths), products and product positioning (product line overview, product mapping, product positioning in market segments), production (global manufacturing operations), etc.

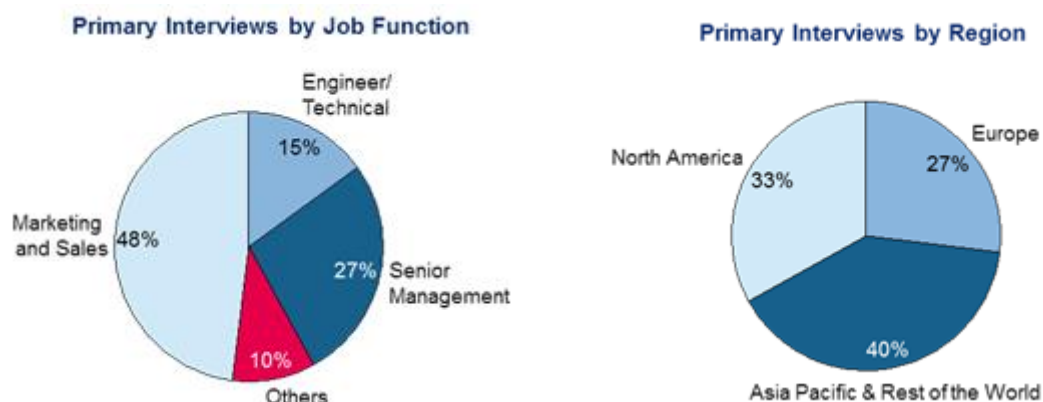
## Methodology

Lucintel has been in the business of market research and management consulting since 2000 and has published over 600 market intelligence reports in various markets / applications and served over 1,000 clients worldwide. This study is a culmination of four months of full-time effort performed by Lucintel's analyst team. The analysts used the following sources for the creation and completion of this valuable report:

- In-depth interviews of the major players in this market
- Detailed secondary research from competitors' financial statements and published data
- Extensive searches of published works, market, and database information pertaining to industry news, company press releases, and customer intentions
- A compilation of the experiences, judgments, and insights of Lucintel's professionals, who have analyzed and tracked this market over the years.

Extensive research and interviews are conducted in the supply chain of this market to estimate market share, market size, trends, drivers, challenges, and forecasts in the market. Some of the UPR suppliers in this market are Polynt, Ashland, AOC, New Solar, Aliancys A.G., and others. UPR are used for making of transportation, construction, marine, pipe and tank, electrical and electronics, consumer goods, wind energy, and others.

Below is a brief summary of the primary interviews that were conducted by both job function and region for this report.



Thus, Lucintel compiles vast amounts of data from numerous sources, validates the integrity of that data, and performs a comprehensive analysis. Lucintel then organizes the data, its findings, and insights into a concise report designed to support the strategic decision-making process. The figure below is a graphical representation of Lucintel's research process.

