

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.

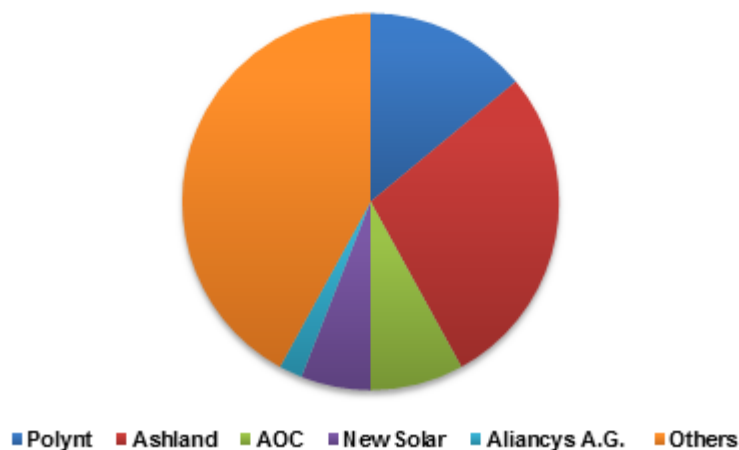
Report Features

Over the last five years, suppliers have focused on new product developments which are resins that are styrene free or have low styrene content. The suppliers have grown organic and inorganic in the last five years. Polynt acquired CCP composites and Reichhold to become the UPR market leader. Also, DSM Composite Resins and CCV have formed a partnership to create a new company: Aliancys A.G. The suppliers have also made partnerships, agreements, and contracts with various distributors around the world.

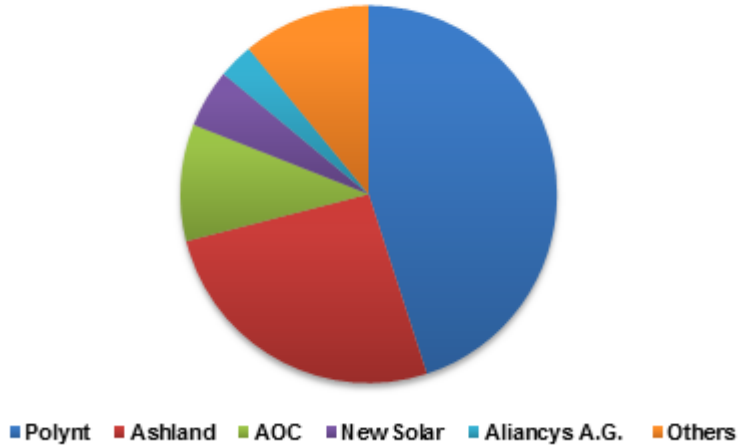
The companies producing UPR are exploring market opportunities with starkly different strategies. Lucintel, a leading global management consulting and market research firm, has analyzed the global UPR market and has come up with a comprehensive research report, "Worldwide Unsaturated Polyester Resin Competitive Analysis and Leadership Study 2016." This report offers a full competitive analysis from target markets to product mapping, from selling strategies to production capabilities. This report has examined and profiled the world's leading UPR producers. Lucintel created profiles of each competitor based on the following criteria:

A total of 163 figures / charts and 171 tables are provided in this 208-page report to help in your business decisions. Sample figures with some insights are shown below. To learn the scope of, benefits, companies researched and other details of unsaturated polyester resin market report, download the report brochure.

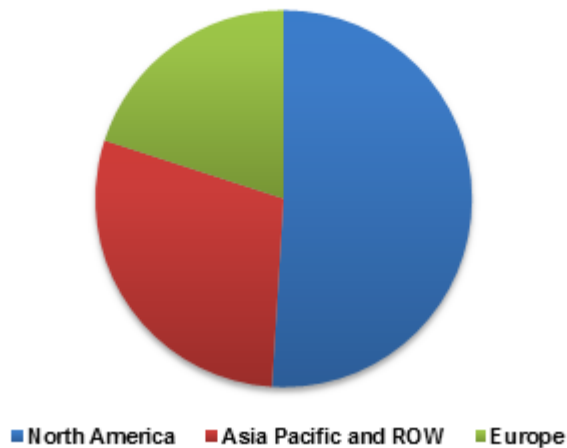
Worldwide Unsaturated Polyester Resin Market for Composites in 2016 (\$M)- SAMPLE FIGURE



**North American Unsaturated Polyester Resin Market (\$M)
for Composites in 2016-SAMPLE FIGURE**



**Polynt UPR Market for Composite by Region in 2016-
SAMPLE FIGURE**



Lucintel built profiles of each competitor based on the following criteria:

- **Company overview**
 - Company Description and Business Segments
 - Corporation Statistics
- **UPR business overview**
 - UPR Business Segments
 - Key Differentiators and Strengths
- **Products and product positioning**
 - UPR Product Line Overview
 - Product Positioning in Market Segments
- **Markets and market positioning**
 - Market Positioning in the Global UPR business
 - Volume Breakdown by Market Segments
 - Volume Breakdown by Region
- **Production**
 - Global Manufacturing Operations
 - Production Capacities
- **Innovation and market leadership**
- Marketing, sales and organizational capabilities
 - Marketing and Sales
 - Management Commitment and Track Record

The resulting research report represents the most comprehensive strategic and tactical assessment of the UPR producers and competitive landscape available. In terms of the total revenue generated by leading UPR

producers, Polynt ranks number one, followed by Ashland. AOC, New Solar Co. Ltd., and Aliancys A. G. (DSM) all of which are included in the report.

The detailed analysis of each company offers a critical view into key strategic areas, including:

- UPR producer target markets
- Key differentiators, strengths, competitors, and other insights

Designed for the composites and non-composites industry professionals, financial services firms, and users of UPR, Lucintel's "**Worldwide Unsaturated Polyester Resin Competitive Analysis and Leadership Study 2016**" is the industry's comprehensive examination of the UPR producers' competitive landscape.

This unique report from Lucintel will provide you with valuable information, insights, and tools needed to identify new growth opportunities and operate your business successfully in this market. This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business in this market. In today's stringent economy, you need every advantage that you can find.

The dynamics of the UPR market extends beyond routine macro-economic elements of supply and demand. It is the relationship between buyer's needs and seller's capabilities as well as the macroeconomic forces at work that affect the market. It is how well and how efficiently the sellers meet the needs of the buyers that determine long-term success.

In Lucintel's newest competitive research study on the world's leading UPR producers- "**Worldwide Unsaturated Polyester Resin Competitive Analysis and Leadership Study 2016**" we thoroughly profile the top five companies with detailed competitive assessments.

The detailed analysis of each company offers a critical view into key strategic areas, including:

- Unsaturated polyester resin producer's target markets
- Key differentiators and strengths
- Product line overview, positioning, and mapping
- Market position in global unsaturated polyester resin business
- Revenue breakdown by market segment and region
- Global manufacturing operations
- Current production capacities
- Innovation and market leadership
- Marketing, sales, and organizational capabilities
- Management commitment and track record
- Financial strength

Collected from a series of primary vendor interviews and secondary sources, Lucintel also provides its own scorecard for determining which of these companies is better aligned with future market opportunities and which has the ability to gain additional market share.

Using its proprietary research methodology, Lucintel has developed a comparative analysis tool, the 'Lucintel Leadership Quadrant,' which identifies leaders and challengers in the UPR market and rates each UPR producer on two primary criteria as shown below:

1. Alignment with market opportunity
2. Ability to gain market share

Ability to gain market share was analyzed using following parameters:

- Product portfolio
- Financial strength
- Asset position
- Execution skill
- Customer experience

Alignment with market opportunity was analyzed using following parameters:

- Target growth markets
- New product development
- Corporate and functional strategy
- Presence within the industry

In addition to the Lucintel Leadership Quadrant, this comprehensive research report also offers for consumers of UPR as well as the investment community content-rich comparative analyses detailing which producers have the production capacity, service capabilities and vision to deliver fully on its promises.

To learn the scope of, benefits and other details of this report, [**download**](#) the report brochure.