

Top Five Global Polyethylene Companies: Performance, Strategies and Competitive Analysis, December 2012

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Abstracts

According to this report, the global polyethylene industry is forecast to reach US \$148 billion by 2017, with a CAGR of 3.5% over the next five years. The growing industry is fragmented. To gain and sustain market share, the key companies in this industry are innovating and embracing a broad product portfolio strategy based on the requirements of different applications.

The global polyethylene industry is forecast to reach US \$148 billion by 2017, with a CAGR of 3.5% over the next five years. The growing industry is fragmented. To gain and sustain market share, the key companies in this industry are innovating and embracing a broad product portfolio strategy based on the requirements of different applications.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on the worlds top five polyethylene companies and presents its findings in Top Five Global Polyethylene Companies: Performance, Strategies and Competitive Analysis. This report briefly discusses the subject companies, their geographic footprints, financial metrics, market performance, marketing and corporate strategies and a SWOT analysis of each player.

Lucintels report highlights the key challenges faced by the industry. The industry has been affected by the continuous shutdown of plants, project delays, and particularly, derivative capacity to control supply and demand imbalance in different regions because of the economic recession.

Despite the challenges, the industry benefits from several key business drivers. Strong

financial performance with increases in total revenues compared to previous years, even after divestures and the economic crisis, strengthen the industry. Strategic alliances with the feedstock and raw material suppliers help meet the continuous manufacturing and processing demand. Operating much like joint ventures, these relationships helped improve the market condition for manufacturers.

The report briefly describes the top five global polyethylene companies:

Dow Chemical

Exxon Mobil Corporation

LyondellBasell

SABIC

Sinopec Corporation

A combination of factors, such as rising income and increased consumer spending capabilities seems to influence market dynamics highly. The industry has recovered from the global recessionary condition and is again in the growing phase.

This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business opportunities in global polyethylene companies industry. In today's chaotic economy, you need every advantage that you can find to keep ahead in your business.

In Lucintel's newest competitive research study on the world's polyethylene companies, we have thoroughly profiled following five companies with detailed competitive assessments:

Dow Chemical

Exxon Mobil Corporation

LyondellBasell

SABIC

Sinopec Corporation

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

Company overview

Benchmarking (financial & market)

SWOT analysis

Product positioning

Marketing strategy and tactics

Corporate strategy

To make any investment, business or strategic decisions, you need adequate and timely information. This market report fulfills this core need. This is an indispensable reference guide for industry executives who are dealing with polyethylene companies industry. Some of the features of this multi-client market intelligence report are:

Market size estimates in terms of (US \$) value by segments of the global polyethylene companies

Regional analysis: global polyethylene companies breakdown by key regions (e.g., North America, Europe, APAC and ROW)

Market trends, drivers and forecasts

Competitive benchmarking of each players against their financial & market strength

Global and regional market share estimates for the top players

Product line overview and positioning of top players

SWOT analysis of the leaders

Marketing strategy and tactics

Corporate strategy

More than 108 valuable figures/charts and 45 tables are provided in this report

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