

Top Five Polyethylene Companies: Performance, Strategies and Competitive Analysis

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Abstracts

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 world's 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.

Lucintel's 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

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