

# Worldwide Short Fiber Thermoplastic Composites Competitive Analysis and Leadership Study 2014

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## Abstracts

Over the years, the level of demand for SFT has steadily increased with a number of automotive, electrical, and consumer goods applications using SFT. SFT is rapidly gaining acceptance as an alternative material to metals, wood, and plastics, and is becoming more widely recognized for its better characteristics.

Companies that produce SFT are approaching market opportunities with starkly different strategies. In a major new research report, "Worldwide Short Fiber Thermoplastic Composites Competitive Analysis and Leadership Study 2014," Lucintel's analysts examine and profile six of the world's leading SFT producers. This report offers a full competitive analysis ranging from target markets to product mapping and from selling strategies to production capabilities.

Lucintel built profiles of each competitor based on the following criteria: Company Overview Company Description and Business Segments Company Statistics SFT Business Overview SFT Business Segments Global SFT Operations Key Differentiators and Strengths Products and Product Positioning Product Line Overview Product Mapping Product Positioning in Market Segments Production Global Manufacturing Operations Financial Condition

The resulting research report represents the most complete strategic and tactical assessment of the SFT producers' landscape available. In terms of the total revenue generated by the leading SFT producers, DuPont ranks number one, followed by SABIC. The larger companies also include BASF and DSM.

The detailed analysis of each company offers a critical view into key strategic areas, including: SFT producer target markets Key differentiators, strengths, competitors, and

## other insights

Designed for composites industry professionals, financial services firms, and industrial users of SFT, Lucintel's Worldwide Short Fiber Thermoplastic Composites Competitive Analysis and Leadership Study 2014 is the industry's first comprehensive examination of the SFT producers' competitive landscape. This market report is published by Lucintel, a leading global management consulting and market research firm with over 1,000 clients worldwide. To find out more, please visit [www.lucintel.com](http://www.lucintel.com). The dynamics of the SFT industry 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 SFT producers—"Worldwide Short Fiber Thermoplastic Composites Competitive Analysis and Leadership Study 2014" we thoroughly profile the six companies with detailed competitive assessments.

The detailed analysis of each company offers a critical view into key strategic areas, including: SFT producer target markets Key differentiators, strengths, competitors Product line overview, positioning, and mapping Market position in global SFT business Revenue breakdown by market segments and regions Global manufacturing operations Current and forecasted 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 developed a comparative analysis named the Lucintel Leadership Quadrant which identifies leaders and challengers in the SFT industry. Leadership closely examined and rated each SFT maker on two primary criteria as shown below: Alignment with market opportunity 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 SFT 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.

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