

European Chemical Market: Strategic Assessments of Leading Suppliers

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Abstracts

This report provides chemical industry executives with strategically significant competitor information, analysis and insight on the European market players, crucial to the development and implementation of effective business, marketing and R&D programs.

The companies analyzed in this report include BASF, Bayer, BP, Dow, DuPont, ExxonMobil, Formosa, ICI, INEOS, LyondellBasell, Mitsubishi Chemical, SABIC, Shell, Sinopec, and Total.

Report Objectives:

To establish a comprehensive, factual, annually updated and cost-effective information base on performance, capabilities, goals and strategies of the leading players in the European chemical market.

To help current suppliers realistically assess their financial, technological and marketing capabilities vis-à-vis the leading competitors.

To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.

To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.

This report is based on a combination of primary and secondary information sources, including Venture Planning Group's proprietary database developed during the firm's continuous monitoring of the chemical industry, as well as over 100 syndicated multi-client studies and numerous proprietary single-client assignments. The database contains information on major chemical companies, technologies, products and executives worldwide. Moreover, a comprehensive review of the leading suppliers product and financial literature, business and technical periodicals, and pertinent industry analyst reports was conducted.

Contains 828 pages and 127 tables

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