

What's Ahead for the Chemical Industry?-Emerging Opportunities and Growth Strategies for Suppliers

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Abstracts

Will the industry consolidate, decentralize, or undergo a bimodal transformation?

How will the current trends affect the major market segments?

Which companies will enter the market and which will not survive?

The companies analyzed in this report include BASF, Dow, DuPont, ExxonMobil, Mitsubishi Chemical, Shell.

The report provides:

Specific business, new product development and marketing strategies.

Strengths and weaknesses.

Anticipated acquisitions, joint ventures and divestitures.

Major promotional strategies.

Distribution approaches.

Product service and support.

Internally developed and acquired chemical and related capabilities.

Proprietary technologies and patent litigations.

Contains 121 pages

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