

Market Opportunity Analysis to Support Data Driven Business Strategies for a Flexible Packaging Firm

How we redesigned business process for a flexible packaging company, reducing costs while improving performance

ABOUT THE CLIENT

The company is a supplier of flexible packaging materials for leading food, consumer products, healthcare, and other companies. Based out of the US, the company has 13+ facilities. The company was looking to expand their business operations across Europe. They approached Infiniti Research to leverage their expertise in gauging the profit potential of untapped market opportunities

Global flexible packaging market share



■ Food and Beverage ■ Pharmaceutical ■ Cosmetic ■ Others

AT A GLANCE

A flexible packaging company wanted to expand their business to the European market. They wanted to review potential barriers to market entry, analyze distribution channels, and assess the market's readiness for new offerings

Outcomes

By partnering with Infiniti Research, the client was able to expand its insights on the European flexible packaging market and obtain all the information it needed to develop effective business strategies for its customers

BUSINESS CHALLENGE

Speed of transformative change

To keep up with the rapidly evolving business model, the company had to make constant technology upgrades which required huge capital investments. This created challenges for the client as they were not able to adjust quickly to the European packaging market changes, not just in terms of technology, but also in terms of operations.

Consumer perception of plastic

As anti-plastics sentiment continues to rise in the European market, the client wanted to understand the customers' perception of flexible packaging materials before entering the new market.

Sustainability challenges

As most of the raw materials used were non-recyclable, the client required designs that addresses environmental issues. With this, the client realized the need to understand the sustainability challenges in the European flexible packaging market to prevent themselves from being flagged by various stakeholders.

Forecasting Sales Projection

Before expanding to the new market, the client wanted to analyze market size and industry outlook for the next 10 years. Also, they wanted to forecast their average sales, annually.

Request a FREE brochure for more insights into our market opportunity solution for businesses



In today's dynamic and highly competitive marketplace, assessing key competitors is not enough, it is vital for companies to attain a wider understanding of the markets as a whole.

REQUEST FREE BROCHURE

OUR APPROACH

1

We leveraged various paid and non-paid databases, and other secondary sources of information to study the overall European flexible packaging market and identify the various direct competitors of the client

2

Conducted porter's five forces analysis to analyze the European flexible packaging industry's competitive forces and likely profitability.

3

Analyzed key sustainability strategies adopted by top market players.

4

Tracked major competitors' historical sales record and distribution channels

Identifying market opportunities can be easier if you have the right partner to provide intelligent business solutions. Learn how we can help!

REQUEST MORE INFO



BUSINESS BENEFITS FOR THE CLIENT

- Gained detailed insights on market demographics and competitive scenario.
- Adapted quickly to the market changes and enhanced service offerings.
- Identified factors affecting profitability and areas of strength, to avoid costly mistakes.
- Build systems and processes to keep up with the escalating requirements.
- Made constant technology upgrades to meet rapid technological changes.
- Improved efficiency and effectiveness of market planning process.
- Validated potential market opportunities and gained insights into market size estimate.
- Expanded their product offerings across niche market segments.
- Reduced time to market.

With continuous change in market dynamics, market opportunity analysis has become more of a necessity to study the attractiveness of a distinctive market. Request a FREE proposal to know how our market opportunity analysis can help your business.

REQUEST FREE PROPOSAL

BENEFITS

50% reduction in total cost of operations



Improved sales



Up to \$13 million potential annual operational savings



ABOUT INFINITI RESEARCH

Infiniti Research is a leading provider of actionable market intelligence and advisory solutions that help global organizations in entering, competing, and capturing maximum market potential. Our experienced market researchers follow highly tailored and proven methodologies to support clients with succinct answers for business decisions in areas including Market Opportunity Assessment, Emerging Market Planning, Benchmarking, Value-Channel Analysis and Customer Segmentation. Our researchers have extensive experience in deep dive custom research and consulting assignments for over 100 Fortune 500 companies and numerous small and medium-sized companies across several industry verticals.

OUR CORE COMPETENCIES

Our core specialty lies in offering a complete range of competitive intelligence and research services and obtaining fresh market data through variety of primary research methods.

OUR VISION

We believe that the success of our clients will help us succeed. Our values reflect the thinking of the top management, which is to put our client's interests ahead of our own.

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