

SUCCESS STORY

# Market review & modeling for a material supplier

## CHALLENGE

Our client, a Leader in materials supply for markets such as the automotive industry wanted to explore **top-line potential in the aerospace business**. Considering the variety of applications as well as further technology developments in the aerospace industry only detailed modelling on aircraft level can provide reliable outlook on attractive growth options.

## SOLUTION

We developed a **bottom-up model to represent the entire aerospace market** considering parts and components, aircraft types, future production rates and changes in technologies and material applications. Based on such detailed modeling, we were able to **match areas for attractive growth with the product portfolio** of our client.

## KEY DELIVERABLES



### Bottom-up market model

covering the main civil aviation segments down to component and part level



### Addressable market

quantified in terms of volume and value future developments and with break down by aircraft type



### Growth path

identified by addressing "white spots" and refocusing current product portfolio on future growth areas

## CUSTOMER BENEFITS

**90%**

of the addressable market uncovered on application level

**+35%**

additional market potential identified



*"With CYLAD's help, we were able to better understand and forecast application of our products and **identify growth potential**. The team pairs great market knowledge with management judgment."*

**Head of sales**