

What is the current status of anti-corrosion coatings in the oil and gas market?



**We provided a market analysis of exterior coatings in the Oil & Gas (O&G) offshore and coastal sector for a chemical company wishing to enter a new market.**

**Technologies**

- Exterior coatings
- Corrosion coatings
- Corrosion

**Domain expertise**

- Offshore oil and gas
- Offshore facilities





### **Our client asked:**

Our chemical company client hoped to enter the O&G market through the provision of their established fluoropolymer coating to the shipping and construction industry.

Our client sought our help in gaining in-depth understanding of the O&G market, as well as confirming the applicability of its product.

### **The project story:**

We employed a combination of in-house data and knowledge, detailed desk-based research, a robust market model and an interview campaign with industry practitioners, to capture latest and emerging trends.

The information and insights we gathered were then synthesised and analysed to confirm the applicability of our client's product in the O&G market.

### **Results: deliverables and outcomes**

We provided our client with a clear insight on the status of anti-corrosion coatings in the O&G market, and confirmed the opportunities for fluoropolymers in this space.

We were also able to provide our client with details of the market's size, key business drivers, stakeholder needs, and processes for coatings selection.

Our recommendations fed into the go-to-market strategy of our client.

### **Contact us**

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