

# Client Story: Growth opportunities in the Robotics and Industrial Machinery sectors (1/2)

Industrial Goods, Robotics, Industrial machinery

## Client challenge

Our client needed to:

- Build a comprehensive list of potential customers and identify products/manufacturing hubs
- Assess the addressable market and identify gaps and opportunities
- Collect global insights with regard to key trends and the competitive landscape

## Our Solution

A combined qualitative and quantitative approach entailing:

- Screening of relevant clients through the use of our premium databases
- Identification of potential customers' products, revenues, manufacturing locations, and end-user industries
- Trade analysis to identify top importing and exporting geographical regions
- Press and industrial reports search to identify key trends

## Outcome

- Estimation of our client's potential customers' market size.
- Identification of major manufacturing hubs to target.
- Creation of a database of customers' products that enabled the identification of gaps and opportunities.
- Understanding key trends with regard to technology, geographical expansions, new products, etc.

Our expert:



**Antonio Pilogallo**

Business Research Manager

**Reach out to our team!**

# Client Story: Growth opportunities in the Robotics and Industrial Machinery sectors (2/2)

Industrial Goods, Robotics, Industrial machinery

## Market overview

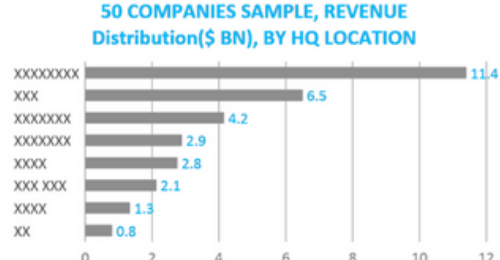
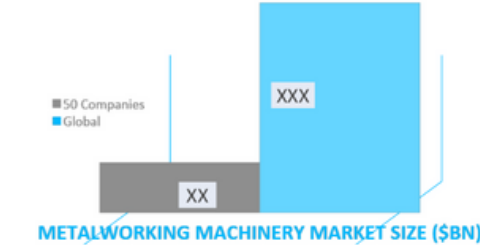
- Early Post-COVID forecasts predicted the metalworking machinery industry to grow at a CAGR between XX and XX % for XXXXXXX XXXX. These forecasts were based on predictions of XXX XXXXXXX in many developed and developing countries along with an increase XXXXXXXXXXXXXXXXXXXX in emerging markets
- However, the current XXXXXX, especially XXXXXXXXXXXXXXXXXXXXXXXXXXXX



Source:

## XXXX Headquartered companies dominate the sample of 50 companies studied

- The analysis of the sample of 50 companies shows an estimated \$XXX bn revenues generated by their metalworking machinery businesses
- The market is characterized by a XXXX XXXXXXX and a significant segment is generated by XXXXXXX XXXXXXX
- The XXXX XXXX relies on imports: The country ranks XX\* in terms of revenues generated by the 50 companies studied. An analysis of imports shows that the XXXX ranks XXX\* in terms of XXXXXXX behind XXXX with \$XXX bn imported in 2021.



\*The total market size estimation is the result of compiling the revenues of XXXXX companies after filtering the results of extractions from company databases. Revenues are not available for all companies. Therefore, this estimation remains conservative

## Geographical Distribution of headquarters and manufacturing plants (50 companies studied)

- Strong presence in XXXXXX. XX % of the companies studied have plants in XXXX



Source: CapitalIQ, Orbis, Annual reports, Company websites, Infomineo Analysis