



International
a gyro: company

CASE STUDY:

Market Sizing / Market Assessment

Understanding the opportunities in the market of engineered components and identifying entry methods

The Challenge

A manufacturer of engineered fasteners and components approached us to understand the opportunities in the wood screw market in several different international geographies. The client wanted to understand what offer would be appealing to end users, whether a premium offer would be attractive to the market and to understand the best method of entry.



The Solution

Several hundred telephone interviews with trade outlets were carried out to understand the buying behaviours of customers in the target markets. We also interviewed end users in the same geographies in a wide range of trades, including builders, carpenters, joiners and roofers to understand what is important to them when selecting a wood-to-wood screw brand.



Builders



Carpenters



Joiners



Roofers



The Insight

The final report uncovered that the market is very satisfied on the basics and thus any entry into the market must include some differentiation, either in functionality or brand. As a result of our research, the client decided to enter a particular market, but was still deciding under which brand they should do so. A market size was also included to confirm which countries were of interest for future entry.