

A CASE STUDY

# Reviewing the Indian Adhesives Market and Exploring Avenues for Growth

*Understanding Market Stickiness Potential Before Entry*

## CHALLENGE

An Indian multinational conglomerate wanted to enter the Indian adhesives market and sought a thorough understanding from both B2B and B2C standpoints.

## THE GLG APPROACH

Tapping its network of more than 900,000 Council Members, GLG identified five subject matter experts for in-depth phone consultations. They helped the client understand the adhesive market landscape and value chain, while offering insights about the relative attractiveness of the different focus segments, market growth, and potential challenges.

One of these experts then compiled an in-depth report that covered all the critical market aspects related to the focus segments, including growth potential and forecasts.

## OUTCOME

The GLG team analyzed the market and industry-level metrics including benchmarks to measure against top companies. The analysis also outlined growth projections, best practices, and the necessary prerequisites to succeed, including potential avenues for global partnership.

The report helped the client develop a business case for board approval.

## FEATURED PRODUCTS



GLG Consultations



GLG Projects

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**GLG's report predicted a largely favorable market reception to the client's vision; while also narrowing down the leading segments and subsegments by their relative attractiveness to help draw a clear road map for entry and growth.**

## Why GLG?

### Best-in-Class Project Lead

A veteran in the adhesives space, who was familiar with the market landscape and industry value chain and could offer perspectives of the leading players, compiled the report.

### Custom Recruiting

GLG engaged experts who combined knowledge of key categories and applications in the adhesives market with strategic industry insights.

### Project Breadth

Five adhesive industry specialists in India with extensive experience across various segments gave phone consultations and joined the team that synthesized findings for the final report.

As the world's insight network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision

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