

# CASE STUDY- A LEADING CROP PROTECTION CHEMICAL COMPANY IDENTIFIED ITS COMPETITION ANALYSIS IN CHINA

COMPETITOR  
ASSESSMENT



## BACKGROUND

The client is a prominent player in the agrochemical and seed market globally and is also a manufacturer of crop protection chemicals. The company wanted to expand its market share in China – with its new product launches, digitalization, as well as increased market penetration. The client sought a competitive scorecard to formulate and course-correct its business strategy in such a scenario.



## BUSINESS GOALS AND CHALLENGES

Although the CMO of the company indicated that the company is maintaining its top market value in several countries, its presence and reach in the Chinese crop protection market were limited and had less than 5% market share. It had benchmarked a dozen competing companies operating in the crop protection segment in China and wanted a detailed analysis of their sales, marketing, distribution, production, and digital strategies. Given that, many concern areas were identified, such as –

- What were their top products contributing to the most revenues? What are their channels of distribution?
- How was the margin spread across different levels in distribution?
- How did they promote and market their products?
- What were their product capacities within China? What does their R&D infrastructure look like? What would be the new product offerings, and around which crop applications?
- What were their digital offerings, and how are they achieving sales through e-commerce platforms?



## SOLUTION

We leveraged our market intelligence cloud, KnowledgeStore, to help our client achieve revenue growth of over 10% YoY in the next five years. For immediate incremental revenue sources, the client was looking to analyze which of its products could be leveraged in China through better distribution, pricing, promotion, and marketing strategies. MarketsandMarkets has been successfully able to help achieve that.

## CONCLUSION

We recommended the client plan an effective product launch, distribution, sales, and digital strategies on a sustained long-term basis. With the available data and in-depth information, the client can increase its competitor awareness across multiple BUs. This undoubtedly helped the company in mitigating and beating the competition – formulating both long and short-term strategies.