

BIO-BASED CHEMICALS · B2B

Expansion into Bio-Based Chemicals

How structured market intelligence helped a global corporation identify the most attractive entry points into an adjacent industry.

WHAT WE WERE ENGAGED TO DO

Map the Path into Bio-Based Chemicals

- Identify and assess attractive industry segments
- Analyze strategic entry points anchored in new products' products' functionalities
- Propose viable pathways for expansion, including collaboration scenarios

THE OUTCOME

From Insight to Entry Strategy

Clear pathway to bio-based expansion

Prioritized segments, partnership options, and aligned business models

Structured market intelligence and strategic framing are essential for de-risking entry and accelerating value creation in new, adjacent industries.

LET'S TALK

Start a conversation about your innovation ambitions.

InnoCres Consultancy supports corporations, SMEs, and start-ups in
AgriFood, Functional Food Ingredients, and Industrial Biotech.

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