

## Carbon Black Market Analysis for Rubber Goods

### Overview

A corporate client wanted to enhance its ability to predict and model true carbon black market demand for the rubber goods segment.

### Objectives

Provide detailed geographical information for carbon black demand by industrial segment distinguishing clearly between custom compounders and in-house compounders ensuring volumes are not double counted.

### Actions

- Review and baseline demand using MRT's proprietary database and reporting system
- Supply flexible market data for analysis (Excel Pivot tables and filters)
- Discuss results and make any necessary adjustments based on client requests
- Finalise report

### Outcome

MRT provided a series of detailed Excel reports, each of which was discussed and adjusted to client requirements.

Client adjustments included reformatting filters to client requirements and mapping MRT segments and geographies to those used by the client.

Further analysis based on global demand for specific consumers was requested and completed using the same process.