

# North American PDH/PP Project

IHS Markit provides market insight and advice for strategy development

## Initial situation



The Client evaluating a North American PDH/PP project needed to identify potential export markets to gain a deep understanding of the North American polypropylene market. Moreover, they sought advice for the definition of an initial tentative product slate and the development of a market-entry strategy. Additional support included suggestions for a commercial organization and a talent attraction and retention approach.

## IHS Markit approach



IHS Markit scanned the global PP market and identified the most attractive target markets in the major regions. Top-consumers lists by major region were provided.



IHS Markit suggested a tentative initial product slate and mapped it out against the North American and export markets. Moreover a strategy for the premarketing-to-production product transition was proposed.

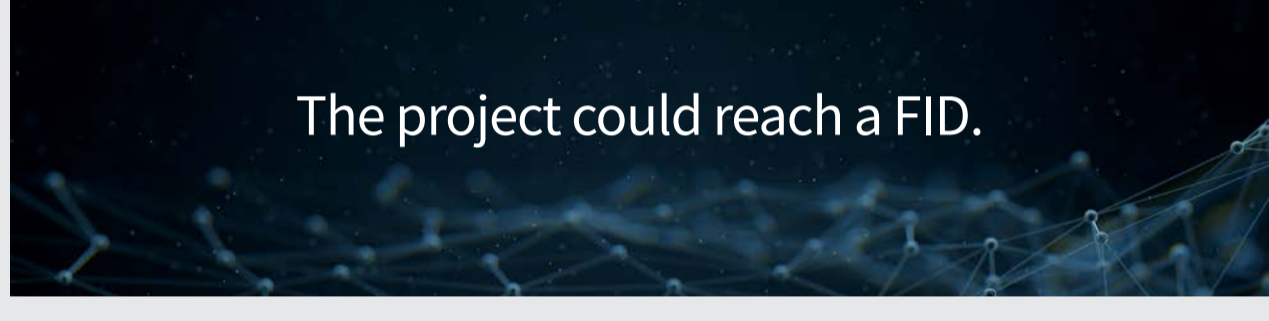


IHS Markit provided a detailed description of the North American PP market, with demand segmentation by region and state, including an explanation of typical commercial practices and price striation. Logistics were discussed and utilized as part of a delivered-cost competitiveness analysis. Netbacks to target markets were calculated.



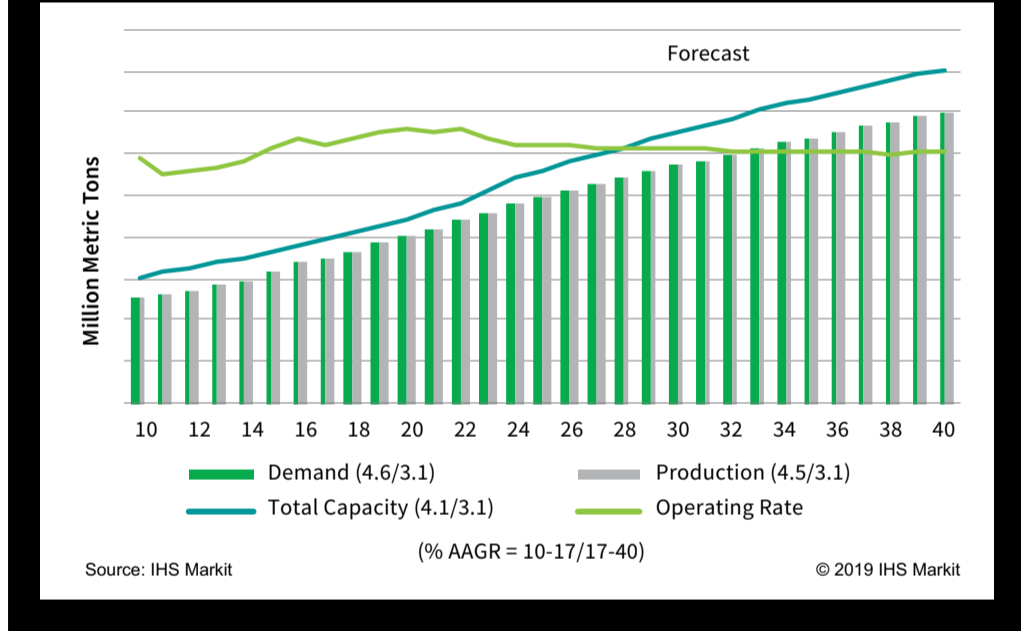
Using the proven methodology of the traditional strategic planning process, IHS Markit suggested a phased market-entry strategy and identified necessary resources, including the structure of the necessary commercial organization and an approach for talent attraction and retention approach. Actual industry success cases were also analyzed.

## Impact

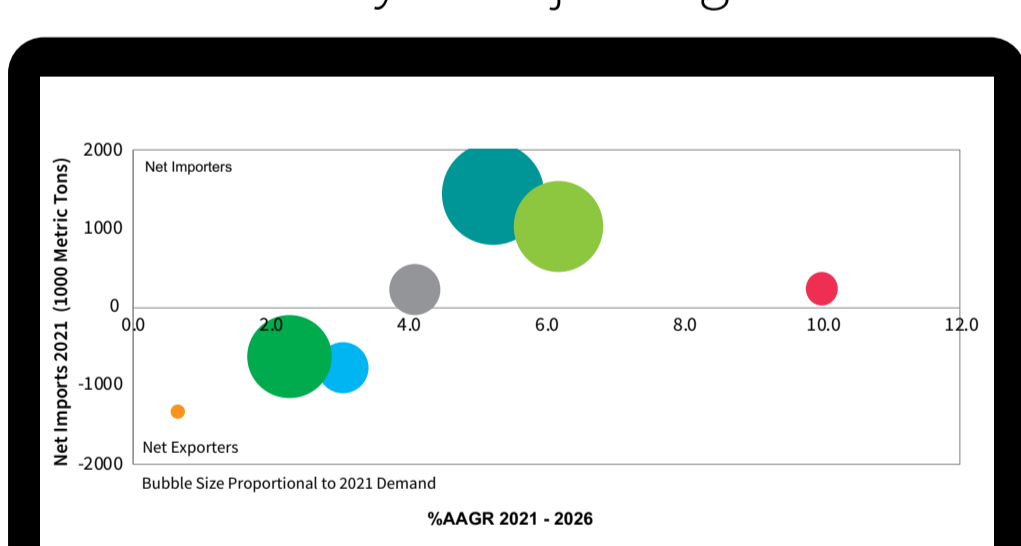


## Key elements

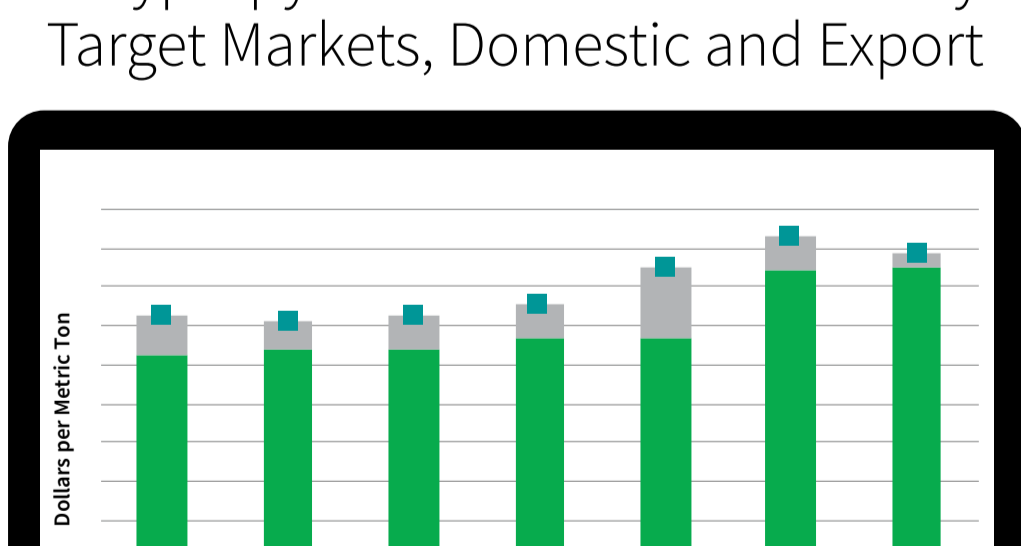
### Polypropylene Supply & Demand, Global and Specific Regions



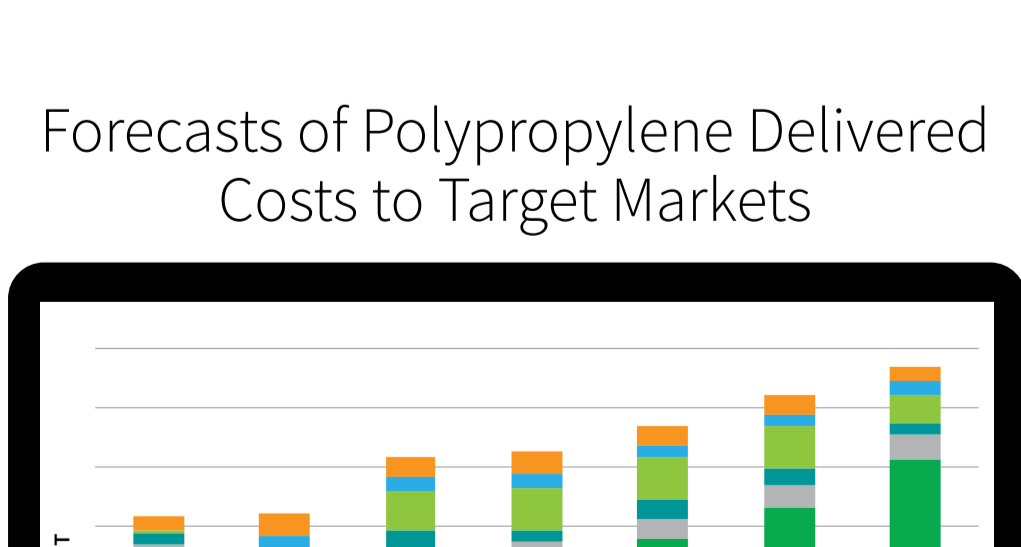
### Demand/Import Positioning by Country in Major Regions



### Polypropylene Netback Forecasts by Target Markets, Domestic and Export



### Forecasts of Polypropylene Delivered Costs to Target Markets



With over 400 experts focused on the Oil, Mid-Downstream and Chemical markets, our expert analysis can be as broad as it can be laser focused.

**Get in touch to have a solution tailored to your needs.**

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