

ABOUT CLIENT

CLIENT

Leading Renewable Energy
Products Manufacturer



INDUSTRY

Renewable Energy



PRODUCTS

Hydrogen Fuel Cell
Systems



TARGET GEO

Global



BUSINESS OBJECTIVE

Evaluate the international market environment to assess the type of players operating in the renewable energy space, and understand the whitespaces and opportunities in emerging markets to launch its new hydrogen fuel cell systems across mobility, industrial, and stationary power applications globally.

CONTEXT

Our client, a leading provider of hydrogen fuel cell systems, was looking to strengthen its market positioning within the rapidly evolving clean energy landscape. Competitors have been increasingly embracing innovative energy solutions in response to rising demand for sustainable, zero-emission technologies and the global drive toward decarbonization across various industries, prompting the client to rethink its business strategies.

Several key industry developments highlight the ways competitors are enhancing product innovation:

- With a growing global focus on sustainability and clean energy, competitors are integrating green hydrogen production technologies and fuel cell innovations that cater to the rising demand for carbon-free solutions across transportation, industrial applications, and energy storage.
- Hydrogen fuel cells are becoming critical for various applications, such as electric mobility, industrial power, and backup systems, driven by the need for reliable, long-range energy sources with low emissions.

Based on this paradigm shift, the client was looking to identify emerging markets for product expansion by conducting a competitor intelligence assessment. The goal was to explore white spaces for innovation, anticipate emerging trends in hydrogen energy technology, and analyze competitor strategies. Insights from this analysis would guide the client in enhancing its fuel cell offerings, aligning with industry trends, and identifying new revenue streams in key emerging markets.



OUR SOLUTION

Cognition executed the project using our three comprehensive research modules:

- 1. **Competitor Intelligence:** Analyzed the competitors’ target market and its service portfolio in terms of its industrial applications in mobility (refueling stations), power (backup power), and industrial products (material handling), and strategic investments in alternative clean energy products.
- 2. **Competitor Deep-dive:** Prepared a deep-dive report on 8 shortlisted competitors (Tier 1 and Start-ups) to evaluate them on their product portfolio – with a focus on their electrical efficiency, cold start time, hydrogen utilization efficiency, and cost metrics in terms of Cost per Kilowatt (kW).
- 3. **Real-time Monitoring:** Set-up real time media monitoring for 25 competitors on key themes such as product recalls, new product launches around sustainability-focused equipment, alternative energy equipment launches, technological innovation, funding rounds and investments, etc.

OUR METHODOLOGY

Secondary Research (Human + Artificial Intelligence)

- **Data Collection:** Using AI-powered tools, we systematically gathered data from various sources that included government databases and public policy documents, market reports by energy associations, environmental databases on alternative energy product launches, etc.
- **Human Expertise:** Due to the technical nature of data, our team of market analysts reviewed insights by using their energy sector-specific knowledge, and strategic thinking, and validated and contextualized the information, ensuring its relevance and accuracy.
- **AI-based Monitoring:** Used our proprietary SIGNALS platform for continuous monitoring of key competitors (Tier 1 and start-ups) to track critical updates around their strategies and fundings.

Primary Research (Expert Consultations): To gather key insights on the usage of cell systems and its relevance in the market, we conducted expert consultations with seven Head/Director of Product Development from the automotive and power industry manufacturers.

OUTCOMES



Helped the client increase its **revenue by 15%** in the subsequent quarter by highlighting improvements to its fuel cell design and efficiencies



Increased the client’s customer base by 25% by creating a strong go-to-market plan for establishing new sales channels in under-served Eastern Europe



Assisted the client in securing partnerships with component parts suppliers of electrolyzers and catalysts, **and bring in savings of USD 750k annually**