

## ABOUT CLIENT

### CLIENT

Leading Dairy Equipment  
Manufacturer



### INDUSTRY

Food & Beverages



### PRODUCTS

Dairy Equipment



### TARGET GEO

Global



## BUSINESS OBJECTIVE

Analyze the international market environment to assess the type of players operating in the dairy equipment manufacturing space, and understand the whitespaces and opportunities in emerging markets to launch its new machines and lines product range for product filling and decoration.

## CONTEXT

Our client, a leading provider of dairy equipment solutions, aims to enhance its market positioning within the rapidly evolving F&B landscape. The client has identified a shift in how competitors are adopting innovative service models, driven by rising consumer expectations for product quality, traceability, and operational efficiency in dairy production.

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

- With the increasing focus on sustainable practices and premium dairy products, competitors are integrating advanced solutions and innovations cater to growing demand for organic and specialty dairy products while helping producers meet stringent regulatory requirements.
- Robotics, automation, and AI-driven systems are becoming essential to dairy production and equipment management. Automated milking systems, AI-powered tracking of raw materials, and predictive maintenance solutions are offering real-time visibility to customers.

Against this backdrop, the client seeks to identify the emerging markets for product expansion by conducting a competitor intelligence assessment. The goal is to identify white spaces for innovation, anticipate emerging trends in dairy production technology, and analyze competitor strategies. Insights from this analysis will guide the client in enhancing its product offerings and identify new revenue streams in the new geographies.



## 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 lines of fields of process technology, filtration technology, conveyor products, intralogistics, and key strategies around equipment procurement for dairy alternatives and investments around it.
2. **Competitor Deep-dive:** Prepared a deep-dive report on 10 shortlisted competitors (Tier 1 and Start-ups) to evaluate them on their product portfolio – with a focus on their optimal equipment performance, production yield, focus on maintaining high Product Quality Index (PQI), and energy consumption.
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, cost efficiency initiatives (e.g. lean manufacturing practices or bulk production discounts), and supply chain practices.

## OUR METHODOLOGY

### Secondary Research (Human + Artificial Intelligence)

- **Data Collection:** Using AI-powered tools, we systematically gathered data from various sources that included patent databases, registries of dairy industry and regulatory bodies, and journals written in collaboration with universities focusing on dairy processing technologies.
- **Human Expertise:** Due to the technical nature of data, our team of market analysts reviewed insights by using their F&B 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 product strategies of the competitors and its relevance in the market, we conducted expert consultations with five Head of R&D’s from the competitors, and three Procurement decision-makers from F&B production companies.

## OUTCOMES



Helped the client in bringing improvements to its filtration technology line, which resulted in **potential savings of USD 500k** in the subsequent quarter



**Increased the client’s customer base by 12%** by creating a strong go-to-market plan for establishing new sales channels in Latin America



Assisted the client in securing two high-value partnerships to co-create innovative solutions in dairy alternatives, and realize an annual **revenue growth of 15%** in the subsequent year