

CASE STUDY: Strategic gaps in competitors’ downstream product portfolios

CLIENT

Global petrochemicals, lubricants, and refined fuels company



INDUSTRY

Oil & Gas



PRODUCTS

Premium fuel additives, petrochemicals, and high-performance lubricants



TARGET GEO

Global



BUSINESS OBJECTIVE

- The client aimed to strengthen its market position by identifying strategic gaps in competitors’ downstream product portfolios.
- The goal was to leverage these white spaces to expand its offerings, particularly in high-demand, high-margin areas like premium fuel additives, while gaining a first-mover advantage in underserved market segments.

OUR SOLUTION

- **Portfolio Benchmarking and Competitor Analysis:** Conducted extensive benchmarking of competitors’ product portfolios, focusing on petrochemicals, lubricants, and refined fuels; Analyzed product differentiation, highlighting areas where competitors failed to address the needs of specialized segments.
- **Market Segmentation and Customer Insights:** Analyzed customer purchasing patterns and preferences in key regions, with a focus on the automotive and industrial sectors; Identified underserved geographic regions with low penetration of premium fuel additives, particularly in emerging markets; Assessed competitors’ performance and customer feedback, uncovering missed opportunities in premium segments.
- **Opportunity Identification and Strategic Development:** Highlighted a significant gap in high-performance fuel additives for luxury and high-performance vehicles; Developed a go-to-market strategy emphasizing product differentiation, targeted marketing campaigns, and strategic partnerships with automotive brands and distributors; Proposed geographic prioritization in emerging markets where demand for high-end vehicles and premium fuel products was growing.

OUTCOMES

- 1 Captured 5% market share in the targeted markets within the first year of launching the premium fuel additives line.
- 2 High-margin products significantly contributed to the client’s bottom line, driving 7% revenue growth.
- 3 Strengthened the client’s position in the downstream market, particularly in the high-performance fuel additives segment.