



Market intelligence on automotive semi-active suspension technologies

Case study: Automotive

Objectives and Scope

Given the rapid advancements in vehicle suspension technologies, the client, one of the world's leading automotive OEMs, wanted to:

- Understand the current and future adoption scenarios of semi-active suspension technologies in the market
- Assess the B2B and B2C market scenarios of suspension technologies by evaluating the competitive landscape, pricing models, and market penetration
- Gain market insights on the demand for semi-active suspension technologies based on inputs from major providers
- Chart a business roadmap that aligns their current product portfolio to evolving market needs

Solutions and Approach

To meet these objectives, Netscribes employed:

- **Primary Research**
 - This involved identifying industry experts, suppliers, decision-makers, OEMs active in the vehicle domain, developing interview questionnaires, and conducting in-depth telephonic and web interviews with the identified respondents.
 - Through these interviews, we sought to understand the market dynamics, determine market penetration rate and vehicle sales, and estimate the adoption and cost of semi-active suspension technologies.
- **Secondary Research**
 - Decision-makers for the interviews were identified with the help of paid databases, general secondary research, and social media websites.
 - Data gathered via our primary research team was validated by secondary research. Next, we identified and cross-verified inconsistencies across all data sets to ensure it was analyzable.
 - We also determined market drivers, barriers, and challenges, provided geography-specific market assessment, devised adaptability metrics, and tracked competitor strategies.

Results Delivered

The study equipped the client with:

- Key recommendations based on the semi-active suspension technology market penetration, market dynamics, and competitive analysis
- Validation of the technological impact based on market drivers and challenges, suspension cost, vehicle sales, and market penetration
- A B2B outlook (and implied B2C outlook) of OEMs based on an analysis of market data trends
- A way forward with recommendations to the client's product portfolio based on market demand, estimated market adoption, cost structure, B2B preferences, competitive intelligence, SWOT analysis, and overall future scope of semi-active suspension technologies

Benefits

Geared with such in-depth research, analysis, and recommendations the client was able to chart a business expansion plan for its semi-active suspension technology portfolio. Moreover, our business recommendations enabled the client to visualize the impact of semi-active suspension technologies on the automotive industry.

Inform strategy and maximize impact with customized market and competitive intelligence services

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