THE FUTURE OF THE EUROPEAN INJECTION MOULDING INDUSTRY

Published: March 2010

A multiclient proposal from AMI Consulting
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INTRODUCTION

The European injection moulding industry faces many challenges. Following a period of strong growth in the late 1990s, the first decade of the 21st Century has been marked by weakness in demand across a range of end use sectors. Unsurprisingly the industry is also suffering the effects of the current recession. Allied to this customers continue to seek to drive down the price of components at a time of rising raw material and energy costs which has squeezed profit margins, fatally in some cases. In addition major OEM customers are increasingly working on a long-term basis with a smaller supplier base, often favouring those with an international network of plants or those willing and able to relocate to lower cost manufacturing sites. This increasing globalization of customers and the drive to reduce costs and rationalize production led to a steady decline in the number of moulders operating in Europe – in the 2006 edition of this report AMI calculated that 9% of moulding sites in Western Europe had closed in the prior 6 years, this edition will reveal a steeper decline in Western Europe but also now includes a view of the industry in Central and Eastern Europe.

Further rationalization of the industry is inevitable, but where and how is this likely to happen? Which sectors are vulnerable to relocation either within Europe (from West to East) or to Asia? Where will the growth opportunities for moulders arise? What strategies should moulders adopt to grow their business? Individual company success depends on a wide range of factors but it is clear that a business strategy must include a clear understanding of the markets served and their future structure within Europe.

To assist companies in developing successful business strategies, AMI Consulting has produced a 2nd edition of its detailed market study on the injection moulding industry in Europe entitled:

‘The Future of the European Injection Moulding Industry’

Combining data from AMI’s own extensive database of injection moulders as well as its unique market data and analysis of polymer demand across Europe this report aims to:

- Define the structure of the injection moulding industry in Europe and by country
- Identify the key markets and their supply structures
- Assess the future prospects for the industry
To get ahead a company needs to be able to anticipate changes and therefore to have answers to the following questions:

- Which end use applications are achieving the highest growth and what are the market forces driving this growth?
- Where is new product development and investment leading the market?
- How will the structure of the industry change and evolve in the coming years?
- What strategies are moulders adopting?

Answers to these questions will help companies understand:

- The size of the market opportunity for injection moulding
- The value drivers of the industry
- Where growth will occur, in terms of application area and geography
- What portfolio of facilities may be needed to fully exploit the market opportunities
- How to evolve organisational structure to maximise profitability

This new edition, undertaken by AMI Consulting (a division of Applied Market Information Limited), provides an overview of the market to help answer these questions. This will enable companies to formulate coherent plans for their future in the injection moulding industry.

The report should therefore be a key tool for:

- Potential and current investors in the injection moulding industry
- Senior management of injection moulding operations in Europe
- Suppliers to the injection moulding industry
ABOUT THIS STUDY

Objectives
The aim of the study is to provide companies with a detailed assessment of the current status of the injection moulding industry in Europe looking at both past trends and developments and giving a forecast to the year 2013 to assist companies with their future investment and decision making programmes. As well as providing a European assessment, the study also provides an analysis of injection moulding in each major country/region in Europe.

Structure of the report
The report is published as a single volume report divided into five sections covering an overview of the industry; the structure of the industry; business models; end use sectors; individual country markets.

Reporting basis
The study provides data for 2005, 2008 and forecasts for 2009 (as forecast in Q4 2009) and 2013. To ensure consistency all volume data is reported in tonnes (units ‘000 tonnes) and value data in Euros (millions).

Geographic coverage
The study covers the injection moulding industry within Europe with analysis of the market in the following countries/regions:

- France
- Germany
- Italy
- United Kingdom
- Spain
- Benelux (Belgium, The Netherlands, Luxembourg)
- Scandinavia (Norway, Finland, Sweden, Denmark)
- Other Western Europe (Ireland, Switzerland, Greece, Portugal, Austria)
- Poland
- Hungary
- Czech & Slovak Republics
- Other Eastern Europe (Latvia, Lithuania, Estonia, Bulgaria, Romania, Slovenia)
Market coverage

The report provides a detailed breakdown of the market for injection moulding in the following end use sectors:

- Packaging
- Automotive
- Electrical goods
- Housewares
- Furniture
- Building
- Toys
- Other injection moulding (medical, optical media, horticulture/agriculture)

Data developed

The study includes tables giving:

- Value of the injection moulding industry (million euros)
  - By country
  - By end use applications
- Consumption of polymer for injection moulding (thousand tonnes)
  - By material type
  - By country
  - By end use application
- Number of injection moulding sites
  - By country
  - By ownership
  - By size
- Model economics
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APPENDIX 1: AMI INJECTION MOULDING DATABASE EXAMPLE RECORDS

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METHODOLOGY AND WORK PROGRAMME

The report combines data that has been prepared by AMI as part of a range of recent industry reports, multi-client reports and conference papers. This has been further developed through a series of interviews with key contacts active within the moulding, polymer and machinery sectors. The industry structure analysis has been generated through a complex interrogation of Applied Market Information’s injection moulding database.

The work was carried out through the final quarter of 2009 and the report published in March 2010.

COST OF THE REPORT

The cost of the report is as follows:

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All subscribers will receive one hard copy of the report and a PDF version on CD.

All invoices must be paid within 30 days of receipt.
ABOUT AMI

Applied Market Information Ltd. is the leading supplier of information and business services to the global plastics industry. It operates three divisions:

- AMI Consulting
- AMI Conferences
- AMI Publishing

AMI Consulting

With offices in the UK and the USA, AMI Consulting is able to offer a unique, wide ranging and in-depth service to its clients based on its unrivalled knowledge of the downstream plastics processing industry and its value chain. The company has been in existence for twenty years through which time AMI's consultants have built up a formidable knowledge and understanding of the key markets for thermoplastic polymers around the world.

Among specific services offered by AMI Consulting are:

- Strategic planning
- Sales targeting
- Image analysis
- Market research
- Market monitoring
- Competitor evaluation
- Acquisition studies

AMI has particular expertise and knowledge within the injection moulding industry. On a multiclient basis our work has included:

- The market for plastics caps and closures in Europe
- The thin wall packaging market in Europe
- The market for plastics transit packaging in Western Europe
- Thermoplastic elastomer markets in West and Central Europe
- Polypropylene markets in West and Central Europe
- Polypropylene compounds in West and Central Europe
- Engineering thermoplastic compounds market in Western Europe
- AMI’s European polyethylene survey - growth prospects and competitive dynamics in European polyethylene markets
AMI Publishing

AMI publishes a large range of reports, directories and guides that detail the individual companies and groups involved in the major plastics processes in Europe, North America and Asia. Regularly updated each guide/database provides comprehensive, accurate and up to date information on the activities of the listed companies. AMI’s databases cover:

- Injection moulding
- Blow moulding
- Rotational moulding
- Film extrusion
- Pipe extrusion
- Profile/tube extrusion
- Sheet extrusion
- Cable extrusion
- Thermoplastics compounding
- Recycling

AMI’s series of guides and publications covering injection moulding includes:

- Packaging injection moulders – A review of Europe’s 50 largest players
- Technical custom moulders – A review of Europe’s 50 largest players
- The Injection Moulding Industry in Germany Volume 2: South Germany
- The Injection Moulding Industry in Germany Volume 1: North Germany
- The Injection Moulding Industry in Switzerland
- The Injection Moulding Industry in Austria
- The Injection Moulding Industry in the Benelux
- The injection moulding industry in the United Kingdom
- The Injection Moulding Industry in France
- The Injection Moulding Industry in Ireland
- The Injection Moulding Industry in Scandinavia
- The Injection Moulding Industry in Spain
- The Injection Moulding Industry in Italy
- The Injection Moulding Industry in Central Europe
- Plastics Processing in Eastern Europe
AMI Conferences

AMI organises a series of international seminars and conference addressing key topics for the plastics industry. Our 2010 conference events include:

- **Thermoplastic Concentrates**  16th-18th February 2010  Phoenix, Arizona, USA
- **Cables**  9th-11th March 2010  Cologne, Germany
- **PVC Formulation**  16th-18th March 2010  Cologne, Germany
- **PE Films**  18th-19th March 2010  Florida, USA
- **Masterbatch Asia**  22nd-24th March 2010  Singapore
- **Polyolefin Additives**  23rd-25th March 2010  Cologne, Germany
- **Polymer Sourcing**  13th-15th April 2010  Hamburg, Germany
- **Wood Plastic Composites**  20th-22nd April 2010  Vienna, Austria
- **Polymers in Photovoltaics**  20th-22nd April 2010  Cologne, Germany
- **Stretch & Shrink Film**  26th-28th April 2010  Madrid, Spain
- **Polymers in Cables**  27th-28th April 2010  Orlando, FL, USA
- **Middle East Plastic Pipes**  17th-19th May 2010  Dubai
- **Profiles**  2nd-3rd June 2010  Philadelphia, USA
- **Masterbatch**  8th-10th June 2010  Cologne, Germany
- **Oilfield Engineering with Polymers**  21st-22nd September 2010  London, UK
- **Flexible Packaging Middle East**  29th November -1st December 2010  Dubai

For further information on any of AMI’s products and services please refer to our website www.amiplastics.com or call us on: +44 (0)117 9249442.
To order this report please complete and sign the form below and return it by fax to AMI Consulting on +44 (0)117 311 1534 or e-mail it to sat@amiplastics.com. This will serve as a binding agreement.

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