

# INCREASING MARKET SHARE BY 27% FOR A SPECIALTY CHEMICALS COMPANY | INFINITI'S LATEST COMPETITIVE INTELLIGENCE ENGAGEMENT

## CASESTUDY

### BUSINESS CHALLENGE



To identify the hidden opportunities in the market and differentiate their offerings to gain a leading edge in the market

### OUR APPROACH



Analyzed the different pricing models and evaluated the price gaps between the client and their competitors

### BUSINESS OUTCOME



The company was able to witness an increase in their market share by 27%

### INFINITI'S COVID-19 VALUE PROPOSITION

As the world continues to witness a global crisis of unprecedented scale due to the COVID-19 pandemic, professional advice, expertise, and timely intelligence are more critical now than ever before for business leaders across the globe.

*Infiniti offers a variety of COVID-19 support solutions to help clients in specialty chemicals market to prepare for the rebound, gain agility, and ensure rapid response.*

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