

delaware

Mendelejev brain snacks

The newest chemical industry
insights in less than 5 minutes



your journey
starts here



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signals, forces and trends



global economy shifts

As the global economy continues to gravitate eastwards, so too does consumer purchasing power, which translates into an increasing demand for chemicals across Asia. In addition, intercontinental trade remains significant due to material and labor cost rationale and consumer demand.

volatility

Raw materials and energy are becoming scarcer, driving prices up, and the call for greater sustainability has never been louder. This, combined with supply chain challenges and other economic restrictions, requires a more agile approach for logistics and operations.

diversification strategy

Margin pressure and trade restrictions require that chemical companies invest heavily in innovation and portfolio management. This requires enterprises to thoroughly assess their diversification strategy, including the analysis of underperforming segments and noncore businesses, and leads to (cross-border) mergers, acquisitions, divestitures and business carve-outs processes to effectively compete and be successful.



50%

of global chemical sales takes place in Asia

43%

of CEOs are extremely concerned about the **negative impacts of macroeconomic volatility** in the next two years

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signals, forces
and trends

2

battles to win



green chemistry

Chemical companies are expected to increase investment in raw material usage optimization and decarbonization, with the goal of lowering their and their customers' carbon footprint as well as reducing and monetizing waste via new business models. New strategies need to be developed to integrate sustainability and renewables into their value chains.

resilient supply chain

There is a need to rethink supply chain strategy, as just-in-time is not working in the current context. Yesterday's need to optimize supply chain costs must be balanced with today's need to be flexible and ready to cope with unpredictability. Real-time information and supply chain innovation will be key in the decision-making process.

workforce and talent management

Organizations must undergo a significant cultural change to attract and retain talent. This challenge is characterized by changing skills requirements, remote/hybrid working, and providing safe and technology-supported working environments.

106,000

positions could remain unfilled between 2021 and 2030

58%

of CEOs are planning to invest in sustainability in the coming years



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signals, forces
and trends

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to win

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missing the boat?

how to grow the top line...

digital transformation

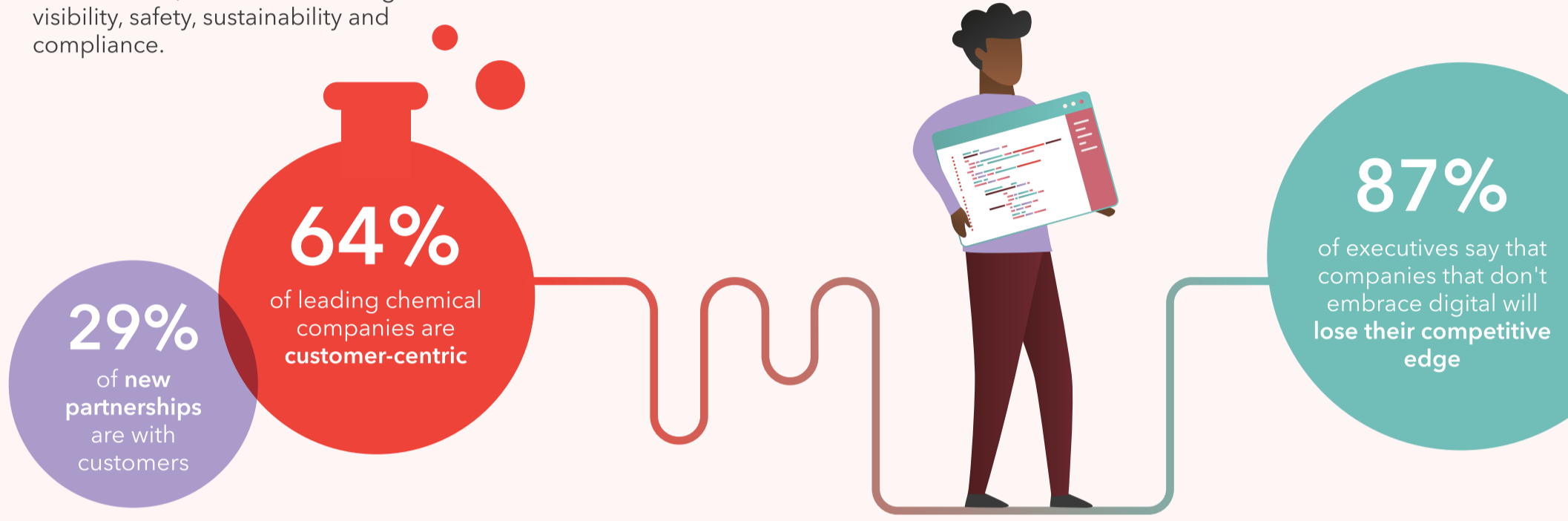
There remains immense, but relatively unexplored, potential for digitization to transform the chemical industry. Technology can facilitate the need for process automation and reduce complexity. This strategic transformation can lead to production and supply chain optimization; better staff, customer, and ecosystem interaction and collaboration; while also ensuring visibility, safety, sustainability and compliance.

customer centricity

Digital tools are changing the decision-making landscape and understanding the customer and carrying out customer profiling are essential to redesigning the customer experience. Convenience is key but so is experience. Chemical companies should better anticipate consumer preferences by making use of technological advances.

revenue innovation

Revenue innovation will come from innovative products, services, and business models made possible by real-time data sharing and customer and ecosystem co-innovation. Collaborating with partners at the intersection of materials and digital science can lead to new services and monetization of knowledge, IP and data.



...while securing the bottom line

sales effectiveness

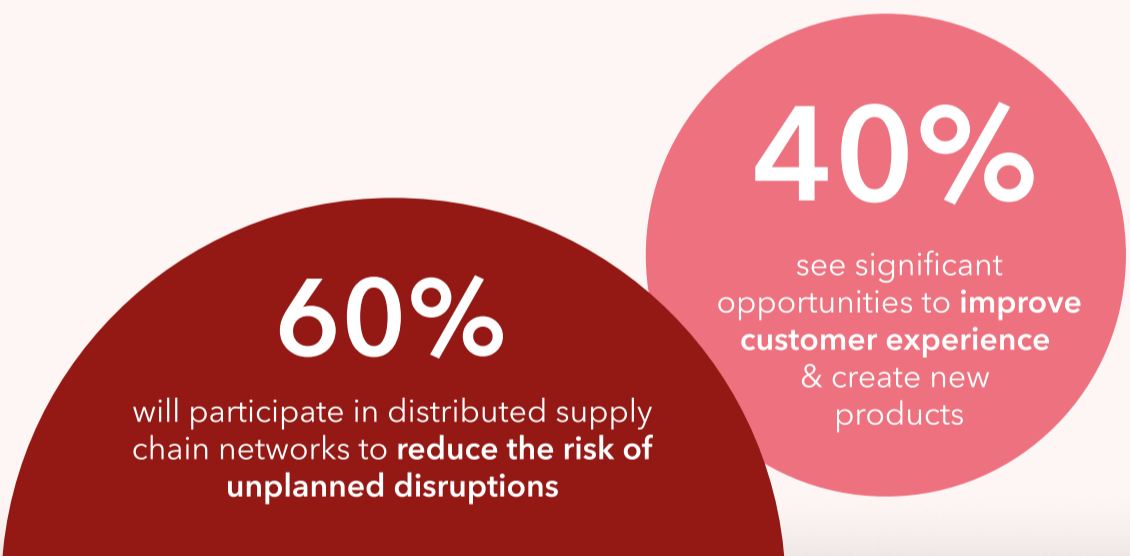
Companies should embed customer-centricity to ensure customer understanding and differentiate themselves in the marketplace. Establishing a strategy and process for customer feedback allows them to make operational changes in near real time. Customer data can also be leveraged to get insights on market trends and new product and service needs.

supply chain flexibility

Supply chain scenario planning has rocketed due to several disruptive events. Data-driven predictive modelling based on real-time data, combined with new logistics models, could mitigate current unpredictability. The key is to look beyond point solutions to radically modernize and transform the end-to-end supply chain.

lean and responsive operations

There is a huge potential to transform the way chemical companies operate by using advanced analytics and technology. By approaching the implementation in a holistic way, chemical companies can realize benefits in several areas. Workflow automation, data insights, and new technologies like AR/VR are enablers for improving operational effectiveness.



future value

going omnichannel

The go-to-market strategy will need to be expanded with new approaches and services. Meeting customers where they are with an omnichannel approach and developing fit-for-purpose solutions for today's customer journeys will be the recipe for growing revenue beyond the market average.

big data monetization

Having limited data to improve operations, asset performance, customer service levels, etc. is the status quo. Having big data available in cloud-based data lakes and making it available to all plants, suppliers, innovation partners, and customers will ensure that digital factories bring a global operational benefit and can even be monetized through new data-driven revenue models.

positive branding

Chemical companies defending their position will need to select the right industry allies to build end-to-end value chains. In addition, they should build a broader community of external stakeholders (education, tech companies, regulatory bodies, etc.), with the aim of establishing a supportive environment for science and industry that also embraces innovation.

€396 b
the big data analytics market is projected to be worth €396 billion by 2025

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Take the next step in your digital transformation

discover