

Custom Studies & Tailor-Made Market Research

Market intelligence for the bioeconomy, innovation and funding projects

Ceresana provides companies, research institutions and consortia with tailor-made market and strategy analyses – from market potential and competition to business case, go-to-market and exploitation.



✓ How Ceresana supports you

- Reliably assess market opportunities and target segments
- Sharpen competitive positioning and the business case
- Support strategy and funding projects with market evidence

🎯 Customer benefits at a glance

- Better decisions based on robust data
- Less risk in innovation and investments
- Clear path to market, impact and exploitation

Also for Horizon Europe, CBE JU and national
funding programmes

Especially relevant for bio-based materials, industrial biotechnology, green
chemistry, recycling and sustainable packaging

Customized Analyses for Informed Decisions

Individual. Reliable. Actionable.

We analyze markets, regions, applications, technologies and scenarios where robust data is needed for strategy, financing or project exploitation.



SWOT analyses

Assess opportunities, risks and value levers.

Competitive analysis

Gain an understanding of players, benchmarks, differentiation and stakeholders.

What you receive

- Decision-ready market and competitive data
- Forecasts, scenarios and segment logic
- Management charts with clear recommendations
- Executive summary, market model, forecasts and scenarios

Market analyses & forecasts

Quantify markets, segments, volumes, forecasts, trends and growth.

Market potential / TAM-SAM-SOM

Substantiate market potential, target groups, exploitable results and KPIs.

Concrete benefits

- Faster orientation in complex markets
- Arguments for strategy, budget, investment, impact & exploitation
- Benchmarks, segment analyses and recommendations
- Results which management and partners can use immediately

Business Case & Go-to-Market

Sharpen business model, positioning, pricing and market entry.

Value Chain Mapping

Clarify actors, roles and value creation.

Our analysis, assessment and management-ready presentation bring innovations closer to the market, impact and successful exploitation

Economic Contribution for Funding Projects & Consortia

Translating technology into market logic, impact and scale-up.

Ceresana provides market-based evidence so that consortia can convincingly present funding logic, business case, exploitation, impact, market uptake and scaling.



Investment Readiness, Scale-Up & Financing Perspective

Strengthen investment readiness and follow-up financing.

Replication & Transferability

Make replication, transferability, scaling, and collaboration plausible with validated market assumptions.

Market Acceptance & Risk Mitigation

Identify market risks early and secure implementation strategies.

Economic Assessment of Key Exploitable Results

Assesses market potential, target groups and exploitation options for key project results.

Market-Based Input for Dissemination & Communication

Prepares market arguments, benefits and target groups for dissemination and communication.

Stakeholder Validation & Expert Interviews

Validates market assumptions through expert insights, stakeholder feedback and interviews.

Investor & Follow-Up Funding Perspective

Makes relevance for follow-up funding, investor communication and scaling visible.

Why Ceresana?

Clear value for clients and consortia

Since 2002, Ceresana has provided market transparency, strategic clarity and robust decision support.

Ceresana at a glance

- Active in B2B market research since 2002
- Focus: industry, chemicals, plastics, packaging & bioeconomy
- More than 10,000 clients worldwide

Benefits for clients

- More confidence in strategy, innovation and investments
- Clear market and competitive perspectives
- Directly usable decision support

How Ceresana strengthens consortia

- Independent market and industry perspective
- Bridge between technology, market and exploitation
- More compelling impact and exploitation sections

Our support for project success

- Business cases, go-to-market and exploitation
- Arguments for impact, market implementation and scaling
- Market-based input for funding applications and deliverables

From idea to market readiness: Ceresana provides the economic perspective.

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Start collaboration

Send Inquiry

