

Market Intelligence for Investors & M&A Teams

Commercial due diligence and market analysis for robust investment theses.



Greater confidence for acquisitions, exits and value creation: objective market validation for complex industrial B2B markets.

How investors use Ceresana

- ✓ Assess market opportunities, growth and risks
- ✓ Challenge business plans, revenue and market shares
- ✓ Assess competition and differentiation
- ✓ Validate demand and buying criteria

Typical transaction situations

- › Startup investments & funding rounds
- › Due diligence before acquisitions
- › Buy-and-build / bolt-on screening
- › Exit preparation & equity-story support

Your value at a glance

- ✓ Stronger basis for valuation & negotiation
- ✓ Transparency on key assumptions & risks
- ✓ Clearer thesis for IC, management & partners
- ✓ Actionable market view, not generic slides

Additional Value Through Specialization

Close to the market, fast delivery & practical modules.



Key questions before investment or acquisition

- ? How large is the addressable market today — and how is it evolving?
- ? Which segments, regions and applications are truly attractive?
- ? How robust are the target's growth assumptions?
- ? What does the competitive landscape look like — and where are differentiation opportunities?
- ? Which customer needs, buying criteria and entry barriers matter?

What Ceresana delivers as a specialist

Focused add-on modules provide decision-relevant market and customer insights.

► White-space analysis

Identify new applications, niches and regions.

► Go-to-market check

Review positioning, pricing logic and market entry.

► PortCo strategy

Derive value-creation measures after closing.

► Bolt-on screening

Prioritize add-on targets and highlight acquisition paths.

► Independent CIM review

Objectively assess sales materials.

► Pricing & margin

Structurally assess pricing levers and earnings potential.

Result: rapid focus on decision-relevant levers — without unnecessary consulting complexity.

Industry Expertise & Approach

Turning data into robust, deal-relevant market implications.



Ceresana's specialist fields

Deep market knowledge in complex industrial B2B niches.

• **Plastics**

Polymers, additives, recyclates, bioplastics

• **Chemicals**

Basic and specialty chemicals, coatings

• **Packaging**

Flexible and rigid packaging, bags, labels, caps

• **Industry & building**

Materials, insulation, pipes, windows, paints

• **Mobility**

Material trends, automotive, e-mobility

• **Bioeconomy**

Bio-based materials and circular economy

How robust market validation is created

From briefing to investment implication: clear methodology, transparent assumptions.

- 1 Briefing & investment thesis** Sharpen target market, scope, transaction context and key questions.
- 2 Market model & data base** Triangulate market sizes, segmentation, forecasts and drivers.
- 3 Competition, customers, risks** Assess demand, purchasing criteria and risk factors.
- 4 Scenarios & deal implications** Derive base, upside and downside cases with a clear action logic.

The result: market-side clarity for the investment committee, purchase-price assessment and exit.

Results & Benefits

Compact decision support with robust market arguments.



What you receive at the end

- ✓ Market model with volume, revenue, segments and forecasts
- ✓ TAM / SAM / SOM logic and realistic market shares
- ✓ Assessment of competition, demand and risks
- ✓ Scenarios with clear deal implications

Why this is valuable for your deal team

- › More confidence in purchase price and negotiation
- › Better preparation for IC and management
- › Clearer prioritization of value levers and risks
- › Sound arguments for invest, hold or exit

Why Ceresana?

- ✓ Objective: independent market research, not deal promotion
- ✓ Specialized: experience in industrial B2B niches
- ✓ Efficient: focused scope and clear methodology
- ✓ Practical: directly usable in the deal context

Planning an investment, assessing a target or preparing an exit?

Send us your briefing — we will define the scope, timeline and suitable study design with you.

[Request a project](#)