# Market and Technology Analysis



We help you to explore trends, gain competitive insights and stay on top of the latest technology developments

**AZL** Aachen GmbH

Excellence in Lightweight Production

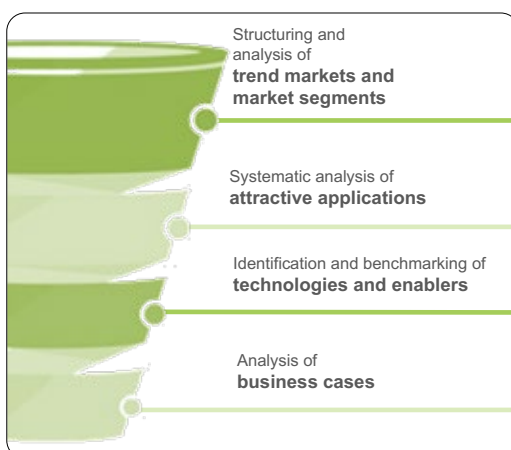# Market and Technology Analysis

## Our Offer

- Research of markets and technologies
- Market potential, entry barriers
- Screening and monitoring of design and manufacturing technologies
- Screening of exisiting and future requirements, standards and specifications
- Analysis of the patent landscape
- Overview of the value chain

Duration 2-4 months
Effort: 10-30 person days

## Your Benefits

- Gain competitive insights
- Investigate upcoming trends
- Get an overview of the latest technology developments
- Enter new markets
- Increase market share
- Reveal potential future markets
- Improve your design and manufacturing capabilities

Structuring and analysis of **trend markets and market segments**

Systematic analysis of **attractive applications**

Identification and benchmarking of **technologies and enablers**

Analysis of **business cases**

Market and Business Opportunity Identification

## Our Expertise

As a one-stop shop for market and technology know-how, the AZL brings together experts and decision makers from academia and industry of all positions in the value chain, to support business and technology development. Located in the heart of one of the leading high-tech ecosystems, RWTH Aachen University, AZL assists in the development, benchmarking and improvement of composite-based multi-material technologies. In addition, the AZL Partnership frameworks offer access to an open innovation network of more than 80 international companies to find solutions for industrial implementation and establishment of lightweight technologies in the market.

## Our Assets related to Market and Technology Analysis

The experience and knowledge of numerous conducted AZL analyses, focusing on different markets, technologies and regions, are incorporated into your analysis. A cross-industry team of experts reviews published data and insights and conducts interviews with experts and market insiders from the international AZL industry network.

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