

Eurasia

CERA Consulting & Advisory

Polypropylene and acrylic acid market study for a Southeast European refiner



Issue

- A regional energy and refining company engaged CERA Consulting to obtain an independent perspective on the long-term attractiveness of polypropylene and acrylic acid, to inform its diversification strategy and portfolio decisions related to propylene integration.
- The client needed consistent supply/demand/trade and price forecasts for these products across multiple regions, in order to evaluate market entry options and risk factors.



Our Solution

- We developed integrated global and regional outlooks for supply, demand, and trade in polypropylene and acrylic acid through 2050, highlighting the structural drivers shaping capacity development, operating rates, and inter-regional trade flows.
- We analysed announced and anticipated capacity additions and assessed the competitive landscape by region, including how greenfield and expansion projects could alter import dependence and create or erode export opportunities over the forecast period.
- We produced long-term price forecasts for both products across key benchmark regions, underpinned by a transparent forecasting methodology that consistently links short-, medium-, and long-term market dynamics.
- We evaluated the impact of key external factors—such as evolving regulation, technology developments, and substitution risks—on future market behaviour and competitiveness.



Impact

- The study delivered a coherent fact base and forecasting framework that the client used to define and prioritize follow-on workstreams.
- Our analysis informed long-term planning, improving alignment in downstream screening and feasibility assessments, and enabling risks to be identified and compared on a consistent, data-driven basis.

Illustrative examples of deliverables

