

### Overview

- A tableware company specialized in ceramic products, with hundreds of years of history, was looking for a rapid entry and growth in the Asian market. The company wanted to quantify the growth opportunity for its stylish tableware product lines in two target countries and identify an actionable go to market strategy. SIS worked with the senior executives to design the best solution for its business goals.

### Research Methodology

- SIS developed a comprehensive tableware market entry feasibility and attractiveness study in two countries in Asia. The project involved in-depth discussions with distributors, retailers and customers. This allowed SIS to gain insights into the trends, growing segments and demand gaps in both local markets.

The project phases were as follows:

- Performed country tableware market macro-analysis
- Conducted in-depth interviews with distributors. Gathered intelligence on key distributors, consumer preferred brands and un-met needs, margins, new products performance benchmark
- Conducted several interviews with consumers. Quantified market size. Analyzed key consumer profiles and purchasing habits. Defined key segments
- Provided detailed understanding of competing offerings and pricing
- Defined best product positioning based on customer preferences and competition intelligence
- Defined market entry approach. Identified physical distribution channels and route to market.

### Findings

Among the main research findings, SIS found that:

- Young married couples are the key buyers of ceramic tableware products while the final buying decision is still made by women
- Western-style ceramic tableware is preferred, especially those brands able to deliver a mix of modern yet elegant designs
- In both Asian countries foreign-branded and imported tableware account for 60-80% of the total market in 2013. Companies from China and United Kingdom are the main exporters in the selected countries
- Consumers' attitudes toward innovative design and international brands represents a great opportunity for homewares producers from all over the world.

