



## Prototype 3D printing market entry research and analysis

Case study: Technology

### Objective

A technology major providing consumer and commercial printer hardware and support solutions wanted to venture into the prototype 3D printing market. To assess viability and increase its chances of success, the firm sought reliable insights into the current usage patterns and the market demand for prototype 3D printing, specifically in the automotive, aerospace, and consumer electronics goods industries, across the US, EU, and APAC regions.

### Solution and Approach

Netscribes employed a combination of two research methodologies:

- **Desk-based research:**

We utilized various secondary sources such as company websites of competitors, industry and government publications, news publications, and other articles from proprietary sources. These were reviewed to collate and analyze information on the latest prototype 3D printing trends and its impact across major industries.

- **Computer-assisted telephone interviews (CATI):**

Our team conducted 200 unique interviews with senior R&D and innovation department executives, and those at the manufacturing design and product engineering of major automotive OEMS, and component manufacturers across North America, Europe, and APAC. These interviews offered significant inputs into the sector-wise market demand and maturity levels, prototyping challenges and expected solutions along with potential market entry options.

### Results Delivered

The final report offered detailed insights into the following aspects:

- Types of 3D printers and the technologies used in 3D printing
- Gaps in existing 3D printers and improvement areas for printer manufacturers
- Reasons for low adoption of 3D printers in prototyping
- Consumer benefits of 3D printed prototypes and merging application trends
- Usage patterns in automotive, aerospace, and consumer electronic goods industries

### Benefit

A thorough market assessment backed by survey findings enabled the client to get a granular view of the 3D printing market for prototyping applications. Moreover, the study provided actionable insights and strategic recommendations to inform the firm's marketing and product development initiatives.

**Improve product success rates with a comprehensive view on prevailing customer trends and market developments  
with Netscribes market intelligence**

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