



**CASE
STUDY**

**HOW A MAJOR COSMETIC MARKET LEADER
GAINED A COMPETITIVE EDGE IN THE INDUSTRY
BY EXPANDING THEIR NEW SUPPLIER NETWORK
FOR RECYCLED PCR RAW MATERIALS**

RECYCLING

How a comprehensive scouting assessment enabled the cosmetic industry leader to partner with new suppliers to meet their demand



Client Background and Challenges

- The client is one of the leading companies in the world of cosmetics market, providing stylish and affordable beauty products under its well-known brands.
- They were facing bottlenecks in identification, connecting and collaborating with new suppliers who can fulfill their demand for 100% recycled PCR (Post-Consumer Recycled) raw materials, such as rPP (recycled Polypropylene), rPET (recycled Polyethylene terephthalate), and rPS (recycled Polystyrene) for their packaging needs.



Key Objectives

Suppliers providing 100% PCR raw materials and have Stock Holding Facility

Benchmarking key suppliers who have food grade and cosmetic grade compliance

Other Establishment Details: Revenue, Chemical and Physical Properties, Cost, Current Production Capacity, Major Clients and more



Researchwire's Solutions

Vendor Selection: Interviews with major suppliers across Europe and APAC who can meet the client requirements and validation of their company and product portfolio via shared brochures, certificates, quotations and other key information

Shortlisting of Key Suppliers: Recommending suppliers to the client who have proper establishment details and product services to meet their demand for raw materials



Business Impact

Researchwire's diligent efforts in selecting ideal suppliers for 100% recycled PCR raw materials **enabled the client to strengthen their supply chain for packaging solutions**, resulting in reduced procurement costs and improved financial planning through partnerships with new and reliable suppliers.

CLIENT OVERVIEW & KEY CHALLENGES

- The client is one of the leading companies in the world of cosmetics market, providing stylish and affordable beauty products under its well-known brands.
- They were facing bottlenecks in identification, connecting and collaborating with new suppliers who can fulfill their demand for 100% recycled PCR (Post-Consumer Recycled) raw materials, such as rPP (recycled Polypropylene), rPET (recycled Polyethylene terephthalate), and rPS (recycled Polystyrene) for their packaging needs.

PRIMARY OBJECTIVE FOR COLLABORATION WITH RESEARCHWIRE

- The scouting exercise aimed to evaluate new suppliers across Europe and the APAC regions to provide quality recycled PCR materials that possess both food-grade and cosmetic-grade certifications. This initiative is designed to fulfill the current and future demand for raw materials used in packaging solutions for clients' products.

RESEARCH APPROACHES AND OUTCOMES OBTAINED

1. IN-DEPTH DESK RESEARCH

Researchwire conducted extensive desk research to analyze more than 250 suppliers across Europe and APAC who are providing recycled PCR raw materials via existing market studies, industry reports, regulatory guidelines, and industry insights to identify:

- Key suppliers who are manufacturing 100% recycled PCR raw materials and their product portfolio
- Compatibility of these recycled PCR raw materials in injection molding and injection blow molding.
- Presence of Production Facility across Europe and/or APAC regions
- Food Grade and Cosmetic Grade certifications.

2. RESEARCH VALIDATION

Our team developed and implemented a vendor selection process by performing primary research to validate:

- Suppliers with headquarters and their own production facility in Europe and/or APAC regions
- Their products should be 100% recycled PCR (rPP, rPET, and rPS suppliers)
- Compatibility of their raw materials in injection molding and injection blow molding.
- Other key establishment details such as Revenue, Chemical and Physical Properties of their raw materials, Cost, Current Production Capacity, Major Clients and more

3. DATA ANALYSIS AND RECOMMENDATIONS

- Researchwire provided the client with necessary product brochures, certification proof and quotations received from the suppliers.
- With the help of a competitive benchmarking and shortlisting matrix, our team provided a list of 15 potential suppliers across Europe and APAC regions who can supply and fulfill the demand of 100% PCR raw materials for generating in house packing solutions for their multiple products.

CLIENT'S OUTLOOK ON THE OBTAINED RESULTS

- With Researchwire's through efforts in shortlisting ideal suppliers for 100% recycled PCR raw materials, the client was able to create a more robust supply chain in meeting demand for their packaging solutions.
- This not only lowered procurement costs but also enhanced their overall cost structure, allowing for better budgeting and financial planning.