Direct Methanol Fuel Cells Market (DMFC) by Application (Portable, Stationary, & Transportation), by Component (Electrode, Membrane, Balance of System, & Balance of Stack), & by Region - Global Forecast to 2020

Description:
“Growing demand for clean energy is expected to drive the direct methanol fuel cells market at a CAGR of 15.3% during the forecast period”
The Direct Methanol Fuel Cells (DMFC) market is expected to reach a size of USD 188.82 million by 2020, at a CAGR of 15.3% from 2015 to 2020. The demand for DMFCs is being spurred by continuous investments for R&D programs, along with government initiatives in the form of public–private partnerships. Furthermore, methanol is relatively easier to transport and store as compared to hydrogen since it is stable and denser at all environmental conditions. These factors are fueling the growth of the DMFC market.

“DMFCs designed for portable applications are expected to witness the highest growth in the market”
The growth of the DMFC market in portable applications is primarily due to the usage of high energy density fuel, methanol, which is a potential replacement for lithium ion/nickel cadmium batteries. However, factors such as high capital costs and methanol crossover are restraining the growth of this market.

“Asia-Pacific is expected to lead the global DMFC market, in terms of growth rate, followed by North America”
Japan and South Korea are the largest markets for fuel cells in Asia-Pacific. These countries are investing significantly in fuel cell technologies, including DMFC. The Japanese government is investing in fuel cell technology, which will power the 2020 Olympics in Tokyo. Other countries, such as Singapore, India, Indonesia, and Malaysia, have started or are expected to start exclusive programs to promote DMFCs in regional markets. These countries are currently focusing on back-up power (stationary application) fuel cells. India is expected to invest in fuel cell systems that will provide back-up power for telecommunication towers during the forecast period.

Breakdown of Primaries:
In-depth interviews have been conducted with various key industry participants, subject matter experts, C-level executives of key market players, and industry consultants among other experts to obtain & verify critical qualitative and quantitative information as well as assess future market prospects. Distribution of primary interviews is as follows
By Company Type: Tier 1- 15%, Tier2-35%, and Tier 3-50%
By Designation: C-Level-25%, Manager Level-30%, and Others*-45%
By Region: Asia-Pacific-43%, North America-25%, Europe-15%, and RoW-17%
Note1: *Others include sales managers, marketing managers, and product engineers
Note2: The tier of companies has been defined on the basis of their total revenue, as of 2014: Tier 1 = >USD 1 billion, Tier 2 = USD 50 million to USD 1 billion, and Tier 3 = <USD 50 million.

Companies Profiled:
The leading players of the DMFC market include SFC Energy AG (Germany), Oorja Photonics Inc. (U.S.), Ballard Power Systems Inc. (Canada), Horizon Fuel Cell Technologies (Singapore), MEOH Power Inc. (U.S.), Brentronics Inc. (U.S.), Treadstone Technologies Inc. (U.S.), Viaspace Inc. (U.S.), El Du Pont De Nemours and Company (U.S.), IRD Fuel Cell A/S (Denmark), Johnson Matthey(U.K.), Fujikura Ltd. (Japan), Antig Technology Co. Ltd. (Taiwan), and Samsung SDI (South Korea)

Reasons to buy the report: From an insight perspective, this research report has focused on various levels of analysis—industry analysis (industry trends, and Porter’s analysis), market share analysis of top players, value chain analysis, and company profiles, which together comprise and discuss the basic views on the competitive landscape, usage patterns, emerging and high-growth segments of the DMFC market, high-growth regions, and their respective regulatory policies, government initiatives, drivers, restraints, and opportunities.
The report will help both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help the firms in garnering a greater market share. Firms purchasing the report could use any one or a combination of the below mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market share.
The report provides insights on the following pointers:
Product Analysis and Development: Detailed insights on upcoming technologies, research and development activities, and new product launches in the DMFC market. Usage pattern/ penetration rate (in-depth trend analysis) of products (segment-wise) and purchasing data
Market Development: Comprehensive information about the lucrative emerging markets. The report analyzes the DMFC markets across regions, exploit new distribution channels, and new clientele base.

Market Diversification: Exhaustive information about new products, untapped regions, recent developments, and investments decisions in the DMFC market. A detailed description regarding related and unrelated diversifications pertaining to the market.

Competitive Assessment: In-depth assessment of market shares and company share analysis of the key players forecast till 2020. Develop business strategies and manufacturing capabilities of leading players to enhance the bottom-line of the companies in the DMFC market.

Product/ Brand Perception Analysis: Comprehensive study of customer perception and behavior through our inbuilt social connect tool (digital marketing language) checking the virility and tonality of blogs.

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