

CASE STUDY

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

Cosmetic

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How a Major Cosmetic Market Leader Gained a Competitive Edge by Expanding Their Supplier Network for Recycled PCR Raw Materials



Client Overview & Challenges

A global cosmetics leader faced challenges sourcing 100% recycled PCR (Post-Consumer Recycled) raw materials for packaging, including rPP, rPET, and rPS. Key issues included limited supplier visibility, technical compatibility, and supplier reliability.



Key Objectives

To identify and onboard certified suppliers in Europe and APAC for sustainable packaging solutions.



Researchwire's Approach

Market Analysis: Identified 250+ suppliers based on product quality, certifications, and production capabilities.

Supplier Validation: Conducted interviews to verify certifications, production capacity, and technical compatibility.

Strategic Recommendations: Shortlisted 15 certified, high-potential suppliers with detailed insights and benchmarking.



Results & Impact

- Strengthened supply chain with reliable suppliers.
- Reduced procurement costs and enhanced financial planning.
- Advanced sustainability goals through eco-friendly packaging.

OVERVIEW & CHALLENGES

The client is a global leader in the cosmetics market, known for offering stylish and affordable beauty products under its well-established brands. Despite their market dominance, the client faced significant bottlenecks in identifying, connecting, and collaborating with suppliers capable of meeting their stringent requirements for 100% recycled PCR (Post-Consumer Recycled) raw materials for packaging solutions. Specifically, they sought suppliers for:

- rPP (recycled Polypropylene)
- rPET (recycled Polyethylene terephthalate)
- rPS (recycled Polystyrene)

These materials needed to adhere to food-grade and cosmetic-grade certifications to ensure compliance and product safety.

- The client's key pain points included:
 - Limited Supplier Visibility: Difficulty finding reliable suppliers with the required certifications and geographic presence in Europe and APAC.
 - Technical Compatibility: Ensuring that the recycled materials were suitable for injection molding and blow molding processes.
 - Supplier Reliability: Verifying production capacity, product quality, and financial stability of potential suppliers.

PRIMARY OBJECTIVE

The goal was to evaluate and onboard new suppliers across Europe and APAC who could reliably provide quality recycled PCR materials. This initiative aimed to establish a sustainable supply chain capable of fulfilling current and future demand for the client's packaging solutions.

Our Research Approach and Solutions

Comprehensive Desk Research

- We began with an in-depth market analysis, leveraging existing reports, regulatory guidelines, and industry insights to identify over 250 potential suppliers. Our research focused on key metrics such as:
 - Product portfolio and technical specifications of recycled PCR raw materials.
 - Compatibility with injection molding and injection blow molding processes.
 - Presence of production facilities in Europe and/or APAC regions.
 - Certification compliance, including food-grade and cosmetic-grade standards.

Rigorous Validation via Primary Research

- We designed a robust supplier selection framework, conducting direct outreach and interviews to validate critical parameters:
 - Geographic presence and ownership of production facilities.
 - Certification authenticity for 100% recycled PCR materials (rPP, rPET, rPS).
 - Key technical attributes, including chemical and physical properties, production capacity, and compatibility with molding techniques.
 - Financial details such as revenue, pricing structures, and major clients.

Data Analysis and Strategic Recommendations

- Delivered a detailed shortlist of 15 high-potential suppliers across Europe and APAC regions, vetted for compatibility, capacity, and certifications.
- Provided actionable insights via competitive benchmarking and a shortlisting matrix.
- Supplied the client with essential documents, including product brochures, certification proofs, and supplier quotations.

CHALLENGES WE OVERCAME

- **Global Outreach:** Navigating diverse regulatory environments and language barriers to connect with suppliers across continents.
- **Certification Verification:** Ensuring authenticity and validity of food-grade and cosmetic-grade certifications to avoid compliance risks.
- **Supplier Differentiation:** Filtering through an extensive pool of suppliers to identify those with the right capabilities, capacity, and cost structures.
- **Technical Insights:** Collaborating with suppliers to confirm the compatibility of materials with specific manufacturing processes like injection molding.

RESULTS AND CLIENT BENEFITS

Thanks to our thorough research and strategic recommendations, the client was able to:

- **Strengthen Supply Chain:** Establish a robust supplier network, ensuring a steady flow of 100% recycled PCR raw materials.
- **Enhance Cost Efficiency:** Lower procurement costs and improve financial planning.
- **Support Sustainability Goals:** Align with their environmental objectives by incorporating sustainable packaging materials.

KEY TAKEAWAYS

This case underscores our expertise in solving complex challenges related to supplier and vendor scouting. From navigating technical and regulatory barriers to identifying niche suppliers, we specialize in delivering tailored solutions that empower our clients to achieve their business objectives.