Argus Consulting

Sustainable Marine Fuels Strategy Support



Challenge faced

A producer commissioned Argus to conduct a comprehensive review of the potential for clean methanol as a sustainable marine fuel to both challenge and validate internal assumptions and forecasts in support of their long-term market strategy. Client wanted a 360 view of the market's potential and risks, including deeper analysis of long-term trajectory of low-carbon fuels' availability and use in the marine sector, as well as the impact of its use in competing transportation markets (on-road, aviation).

Solution provided by Argus Consulting

Argus utilized global product and regional teams to develop a thorough assessment of the long-term outlook for clean methanol across several key regions and end-uses. We provided the client with data-backed insights on the potential of clean methanol in the marine fuels market and a review of critical factors impacting long-term growth to support development of their internal go-to-market strategy. Through a highly interactive engagement with the client, Argus Consulting provided fundamental forecasts of methanol and competing products, including supply/ demand, pricing, cost of ownership for vessel operators, and a detailed exploration of how competing uses for transportation fuels will impact the long-term fuel mix in the marine sector.

Issues Analyzed

- Long-term fundamentals (pricing, supply & demand) for clean and conventional methanol, ammonia, and biofuels in marine, on-road, and aviation
- Competitiveness of low-Carbon clean methanol by region and end-use
- Current regulatory framework the impact to potential demand and trade flows
- Assessment of risks related to growth of low-carbon methanol in transportation
- Insights into long-term growth vectors for sustainable fuels across the transportation sector

Review of technological and logistic maturity and projected growth impacts Argus developed long-term outlooks based on different scenarios related to speed of technology adoption, responses to regulatory drivers, availability across competing sectors, and pricing considerations (including carbon pricing, feedstock and cost of production).

Outcome

Across a series of interactive workshops and milestone presentations Argus shared its conclusions, providing the client with an integrated of view of the long-term feasibility for a potential sustainable marine fuels producer. The results highlighted the market size, risk and other factors that could influence the opportunity. The client was provided extensive data, insights and explanation finalize its strategy for meeting the developing market.

More information
To learn more about Argus Consulting, visit
https://view.argusmedia.com/biofuel-consulting.html

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