

Fluency Exchange Releases Strategic Guide to Market Mapping in Composites & Advanced Materials

In complex, fast-evolving industries like composites and advanced materials, understanding who does what, and where value is created, has never been more critical.

Fluency, a leading global consultancy specialising in driving growth within the advanced engineering and materials sectors has released a new *Strategic Guide to Market Mapping in Composites & Advanced Materials*, a practical framework designed to help leaders, investors, and innovators visualise the structure of fragmented markets and turn that insight into action.

The guide systematically identifies actors, technologies, and value flows across global supply chains. It shows how mapping can expose hidden dynamics, from consolidation signals and innovation bottlenecks to regional policy impacts and adoption gaps.

A practical tool for strategic clarity

Composites and advanced materials markets are structurally fragmented, spanning diverse sectors from aerospace and automotive to wind, marine, and hydrogen infrastructure. Traditional market reports often capture only part of the picture, focusing on growth forecasts or financial metrics, while missing the relationships, bottlenecks, and interdependencies that shape real-world outcomes.

Fluency Exchange’s new guide provides a step-by-step methodology to help decode this complexity. It includes:

- **Segmentation frameworks** to balance vertical sector insight with horizontal technology tracking.
- **Actor mapping models** to identify key players, roles, and ownership structures.
- **Value chain positioning** to highlight where margin and control truly sit.
- **Technology readiness overlays** to pinpoint adoption barriers and innovation gaps.
- **Geographic context** to align mapping with regional policy and industrial cluster activity.

The guide demonstrates how mapping can shape M&A strategies, investment theses, and policy initiatives through applied examples in wind energy, marine, and thermoplastics.

From analysis to action

Market mapping is not just about data; it is about perspective. By visualising connections between technologies, regions, and decision-makers, organisations can anticipate change, identify leverage points, and make more informed strategic moves.

Fluency Exchange has developed its methodology through years of consultancy work in the global advanced materials sector, supporting OEMs, Tier suppliers, investors, and policy bodies. This guide consolidates that expertise into a structured reference that leaders can apply directly to their markets.

Supporting future strategy

The *Strategic Guide to Market Mapping in Composites & Advanced Materials* is now available for download. It provides both a conceptual framework and an introduction to Fluency Exchange's wider consultancy services, which help organisations move from clarity to execution through tailored mapping, workshops, and strategic investment support.

Download the guide and start mapping your market today: <https://fluency-group.com/market-mapping/>

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Notes to Editors:

Fluency connects innovators, investors, and industry leaders in the advanced materials and engineering sectors. By leveraging its extensive network and tailored strategies, Fluency empowers clients to expand their markets, extend their networks, and achieve measurable success. Fluency is committed to identifying challenges and new trends while working closely with industry drivers to ensure expertise and professionalism for every client.

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