



Lee Enterprises
Consulting

Case Study

Client

Established Industrial
Company

Project Number

22110

Team Members

Tad Dritz, P.E.

Market Analysis of Green Hydrogen Market

Summary of Client and Challenge They Faced

A global provider of highly engineered products and systems was planning a significant move into a rapidly growing new market – low-carbon green hydrogen. However, despite over 100 years serving customers with chemical, petrochemical, pharmaceutical, water, and wastewater solutions, the company did not have a firm understanding of the regulations, trends, and technology innovations driving the surge in green hydrogen projects. To improve their chances of success when entering the market, the company sought specific domain expertise to guide the development of a mission, vision, and strategy for their new hydrogen business unit.

Our Approach to the Solution

With the burgeoning green hydrogen market comprising a wide range of entry points, LEC experts aimed to provide the company with a complete picture of possible opportunities and challenges.

LEC planned and conducted a workshop covering the entire green hydrogen value chain from generation and compression to transportation,



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storage, and end use. The engagement also included:

- Recommending publicly available reports and studies with valuable information on the background of the green hydrogen market and emerging trends that are driving its growth
- Providing information about industry standards that would influence the design and implementation of planned products
- Conducting a Q&A session to field questions from employees of the new hydrogen business unit

Client Results and Benefits

Building on the knowledge gained in the workshop, the industrial company successfully launched a new line of products specifically targeting green hydrogen applications. Based on the market analysis of LEC, these new products are solving their customers' biggest challenges in hydrogen production, transportation, and storage, helping to make hydrogen an effective and efficient alternative to fossil fuels.