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Argus Consulting: Market potential study for waste-based methanol



Challenge faced

A consortium of world-leading companies sought to build a renewable methanol production plant using non-recyclable mixed waste as feedstock. Using new technology, this innovative facility will convert residual waste into syngas and then into high-quality methanol.

The consortium needed to examine the potential demand and pricing for renewable methanol in the transport market, before making a final investment decision.

Solution provided by Argus Consulting

Argus Consulting conducted an in-depth analysis of the use of biomethanol and bio-MTBE in gasoline blending to identify the viability of a waste-to-chemicals facility.

Our analysis covered:

- RED II legislation in key markets and implications for biomethanol
- Current and future production capacity for sustainable methanol, cellulosic ethanol and renewable diesel

- Demand potential across different industries — automotive, marine fuel and chemicals
- Forecast modelling for sustainable methanol demand in road transportation
- Price assessment of biomethanol compared with fossil fuel methanol

Outcome

Argus Consulting provided the insight required by the consortium to assess the feasibility of the plant. The findings outlined the market share and sales the consortium could expect, along with the potential selling price in various markets. We also advised on the optimal markets, the competitive landscape and outlook, potential customers and the advantages and disadvantages of the direct and MTBE blending routes.

Following the delivery of this study, the consortium's board was able to move forward with its decision for undertaking this major project investment.

For more information:

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Bioenergy
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