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Consulting Project International
Market Research
for Germann + Frei AG

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Potential Entry in the Final Can Seaming Process: U.S. Market Analysis for Germann + Frei AG

Germann + Frei AG is a Swiss manufacturer of high-precision machines for the can-making industry. With a strong reputation in the U.S. market for its can-making machines, Germann + Frei launched this project to evaluate whether it should also enter the U.S. market for final can seaming machines used at the end of the filling process.

Proceeding

To gather all relevant insights, the research was divided into secondary and primary phases. The secondary research focused on analyzing industry reports and market data to understand the structure, size, and trends of the U.S. can filling and seaming industry. These findings served as a foundation for the primary research by helping to shape targeted interview questions. In the primary research, nine interviews were conducted across three target groups. Combining insights from both research phases enabled a thorough assessment of Germann + Frei's market entry potential in the U.S. final seaming sector and helped define the key technical and strategic requirements for a successful entry.

Results

Research into a potential U.S. market entry has shown that the can seaming sector offers promising growth opportunities within a dynamic and diverse environment. However, establishing a successful presence will require Germann + Frei to align with industry expectations and overcome certain challenges. The market is shaped by a range of evolving trends and operational demands that influence purchasing behavior and investment decisions. Through our analysis, we were able to gain insights into the types of machines commonly used across the industry and to identify general expectations placed on suppliers. To succeed in this environment, Germann + Frei will need to address these factors effectively and offer solutions that match the sector's current and future requirements.

ost.ch/praxisprojekte-wi

Germann + Frei AG, St.Gallen

Founded over 60 years ago and family-owned, Germann + Frei AG designs and assembles high-precision machinery for metal can production in the food and packaging sectors. Based in St. Gallen with around 30 employees, the company has delivered over 800 machines worldwide. They serve modular manufacturing solutions of two- and three-piece cans, as well as aerosol cans.



Client

Germann + Frei AG
Dominique Urs Engel
www.germannfrei.ch

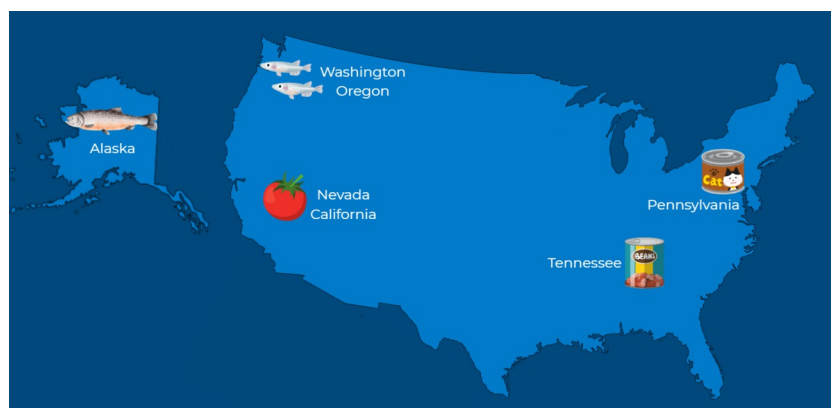
This project developed an independent view on new market opportunities for Germann + Frei AG. Since the company has a strong reputation in the US can-making industry, it aims to explore the possibility of selling into the US canning industry as well. The team analyzed market trends, competitors and customers' willingness to invest in new machines and presented recommendations on how to pursue this idea further.



Coach

OST – Eastern Switzerland
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Mathias Kleiner

The highly motivated, intercultural team impressed with its great commitment and excellent results. Well-founded analyses resulted in clear recommendations for a market entry strategy. The outstanding final presentation and the very positive customer feedback underline the success of the project.



U.S. map of accumulations of canneries for metal food cans
Own illustration, based on interview statements