

MICROBIAL CELL WALL (1,3)-(1,6)- β -D-GLUCANS

Prepared by:

CPL Business Consultants

Innovation Centre, Milton Park, Abingdon, Oxfordshire, OX14 4RY

Tel: +44 1865 257 057, info@cplconsult.com, www.cplconsult.com

Miss Megha Chugh
Dr Steve Lisansky
Dr Robert Harwood
Dr Esther Hunter
Joe Hart

STRATEGIES TO GROW YOUR BUSINESS

TABLE OF CONTENTS

OBJECTIVE.....	1
METHOD	1
PRINCIPAL FINDINGS	2
MARKET.....	2
<i>Size and Growth.....</i>	2
<i>Segmentation</i>	3
PLAYERS & COMPETITION	4
PRICES.....	5
SCIENTIFIC SUBSTANTIATION.....	5
PATENTS	6
KEY SUCCESS FACTORS	7
BARRIERS TO ENTRY	7
CONCLUSIONS	8
RECOMMENDATIONS	11
PRICE ELASTICITY ANALYSES FOR YEAST BETA GLUCAN IN FOOD	12
4 UK PRICE ELASTICITY SPREADSHEET'S	12
4 US PRICE ELASTICITY SPREADSHEET'S	15
INTRODUCTION TO BETA-GLUCAN.....	42
HISTORY OF YEAST BETA-GLUCAN	42
MECHANISM OF ACTION	43
DIFFERENCES BETWEEN BETA GLUCAN FROM YEAST AND MEDICINAL MUSHROOMS	44
MARKETS	45
IMMUNE MARKET	45
<i>US</i>	47
<i>Europe</i>	48
<i>Asia</i>	48
YEAST BETA GLUCAN (BG).....	49
<i>US</i>	50
<i>Europe</i>	50
<i>Asia</i>	50
MEDICINAL MUSHROOM INGREDIENTS MARKET	51
<i>Mushroom dietary supplements production methods</i>	52
<i>US</i>	53
<i>Europe</i>	53
<i>Asia</i>	54
MARKET SEGMENTATION (BY APPLICATION).....	56
PLAYERS	58
YEAST BG MARKET	62
<i>US</i>	63
<i>Europe</i>	63
<i>Asia</i>	63
MEDICINAL MUSHROOM INGREDIENTS MARKET	64
<i>US</i>	65
<i>Europe</i>	65
<i>Asia</i>	65
13 PLAYERS	65
PRICES AND PURITY	109
17 CONTACT REPORTS	111

OVERVIEW	111
<i>On markets and trends</i>	111
<i>On regulations</i>	112
<i>On applications</i>	113
<i>On competition</i>	114
<i>On science and technology</i>	117
<i>On price</i>	118
<i>On patent infringement</i>	118
NEWS	138
26 NEWS ARTICLES	138
SCIENTIFIC LITERATURE	166
8 RELEVANT PAPERS	166
PATENTS	176

TABLES

TABLE 1	MARKETS SIZE & GROWTH - SUMMARY	47
TABLE 2	YEAST BG MARKET SHARE (ASIA PACIFIC), BY VOLUME	51
TABLE 3	MEDICINAL MUSHROOM INGREDIENTS MARKET SHARE (ASIA PACIFIC), BY VOLUME	54
TABLE 4	MEDICINAL MUSHROOM INGREDIENTS GEOGRAPHICAL ANALYSIS.....	54
TABLE 5	SUMMARY OF FOOD AND BEVERAGE PRODUCTS FORTIFIED WITH X.....	57
TABLE 6	SUMMARY OF PLAYERS – PRODUCTS, APPLICATIONS, PRICES & DOSES	59
TABLE 7	SUMMARY OF PLAYERS’ RESEARCH STUDIES AND IPR.....	61
TABLE 8	PLAYERS IN YEAST BETA GLUCAN MARKET - ASIA	63
TABLE 9	SUMMARY OF X’S CLINICAL TRIALS	67
TABLE 10	BETA GLUCAN PRICES	109
TABLE 11	EXAMPLE BETA GLUCAN PRICES FROM CHINESE TRADING SITE.....	110

FIGURES

FIGURE 1	YEAST VS. MEDICINAL MUSHROOM BETA GLUCANS	44
FIGURE 2	X’S DRUG PIPELINE	67
FIGURE 3	X PRODUCTION TECHNOLOGY	75
FIGURE 4	X’S EXTRACTION OF MEDICINAL MUSHROOM EXTRACTS	104