

# BACTERIAL PROTEIN MARKET

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***In this case study, a bacterial protein company engaged CPL Business Consultants to provide market information and strategic advice to support a successful fundraising round. CPL provided detailed information on the markets for alternative protein ingredients and recommended a product strategy for commercialising the ingredient.***

Our client was commercialising a protein produced from bacteria and sought to understand how this bacterial protein would fit in to the food ingredient and nutrition markets in the context of other alternative proteins. In particular, the client sought answers to the following questions:

- How will the bacterial protein product fit into the markets?
- Where could the products be best used?
- What could the products replace?
- What is the value of ingredients the products could replace?

CPL carried out a comprehensive assessment of the markets for alternative proteins, covering directly competing and complementary products. This included estimates of potential market value and volume (TAM, SAM, SOM), market growth ([CAGR](#)), market trends and competing players and products. CPL then evaluated several potential applications of the client's products, describing the current market and competitive landscape in each of these. This included benchmarking the bacterial protein against competing products and assessing its right to win in particular market segments.

Furthermore, CPL identified several experts in downstream processing to assist the client in creating a working group to review its plans. As a result of this project, CPL provided the client with recommendations for its go-to-market strategy, including what it should have in its product portfolio, which markets to initially test the product in, and research activities which could add additional value. The subsequent fundraising round was successful.

## **BACTERIAL PROTEIN MARKET**

### **Market Overview**

- Food and Beverage Market
- Nutritional Market

### **End Use Market for Alternative Proteins**

- Food and Beverages
- Sports Nutrition
- Infant Nutrition
- Clinical Nutrition
- Other applications

### **Alternative Protein Ingredients Market**

For each of the following alternative proteins CPL analysed:

- Market Volumes, Values and Growth
- Technical Attributes and Applications
- Players, Products, Pricing and Positioning

The client's product was benchmarked against the competing ingredients.

### **Alternative Protein Markets**

- Algal Protein Market
- Bacterial Protein Market
- Dairy Protein Market
- Fungal Protein Market
- Insect Protein Market
- Plant Protein Market
- Yeast Protein Market

### **Downstream Processing Technologies**

- Separation Technologies
- Drying Technologies
- Granulation Technologies

## **ADDITIONAL PROJECTS**

*In addition to this project on the Bacterial Protein Market, CPL has worked on other projects involving alternative proteins e.g. [Pricing Model for a Novel Protein Ingredient](#) and [Single-Cell Protein](#). Have a look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. You can also review [eight case studies](#).*