

# CELLULOSE POWDER MARKET

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STRATEGIES TO GROW YOUR BUSINESS

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***In this case study, an international forest industry group engaged CPL Business Consultants to provide insights into the status of the market for cellulose powder. As part of its growth strategy, the client wanted CPL to advise on whether, in its expert opinion, this market would be attractive to enter. The client was able to make an informed decision based on CPL's recommendations.***

Cellulose powder and microcrystalline cellulose (MCC) are versatile materials, with uses in pharmaceuticals, food & beverage, cosmetics and personal care industries, as well as in traditional industrial applications. In these industries powdered cellulose is applied as an anti-caking agent, bulking agent, stabiliser, texturiser, thickening agent and binder.

The client previously engaged CPL to look at this market and required a concise briefing document with updates on how the market was developing, if it was growing or stagnant. There had been several new products on the market and new sources of cellulose competing with traditional cellulose powder. The market had also been affected by the trend towards clean label ingredients.

The project focused on the market and applications for cellulose powder, obtained mechanically rather than chemically. It also considered related specialty cellulose materials, *e.g.* MCC and soluble cellulose ethers. These all have distinct properties and functionalities and have found use in many of the same market segments.

Based on its detailed synopsis, CPL Business Consultants made strategic recommendations on whether this was an area in which the client should consider investing.

## **MARKET FOR CELLULOSE POWDER**

### **Executive Summary**

- Objective
- Principal Findings
  - Market
    - Market Situation and Development
    - Market Sizing and Growth
  - Pricing and Price Sensitivity
    - Food
    - Feed and Pet Food
    - Pharmaceutical
    - Industrial
  - Players and Products
  - Applications
    - Food
    - Pet Food
    - Cosmetics and Personal Hygiene
    - Pharmaceutical
    - Industrial
- Conclusions and Strategic Recommendations

### **Introduction to Cellulose Powder**

- What is Cellulose?
- Uses of Cellulose Powder and Microcrystalline Cellulose (MCC)
- Regulatory Status
  - Europe
    - Safety Opinion
    - Specifications of Powdered Cellulose
  - US
    - Generally Recognised as Safe (GRAS) Listing
    - Nutrition Facts Labelling
- Regulations for Specialty Cellulose Products

### **Market Growth and Development**

- Cellulose Powder
  - Total Market Value, Volume and Growth (CAGR)
- Cellulose Specialties
  - Market Value, Volume and Growth (CAGR)
    - *e.g.* Carboxymethyl cellulose (CMC)
- Cellulose Powder Market Value, Volume and Growth (CAGR)
  - Market Size by Region
    - US, EU, AP, Other
  - Non-food by Region
    - *e.g.* filtration, fillers and binders

- Food by Region
  - e.g. bakery, pet food
- Overall Market Shares by Company
- Market by Application
  - Current Cellulose Powder Market
  - Competing Ingredients
  - Drivers and Restraints
- Microcrystalline Cellulose (MCC) Usage
  - e.g. Pharmaceuticals, Food
- Areas of General Interest for Cellulose Innovations
  - e.g. Bioplastics

### **Cellulose Powder Pricing**

- Pricing and Sensitivity by Application
  - Cosmetics
  - Animal Feed
  - Food
  - Industrial
  - Pharmaceutical

### **Players and New Entrants**

- Manufacturers of Cellulose Powder and Related Cellulose Products
  - Profiles of >30 Cellulose Powder Companies
    - Key Players, e.g. [JRS](#)
    - New Market Entrants

### **Historic and Novel Applications**

- General Properties and Usage Levels for Cellulose Powder
- Food Applications for Cellulose Powder
  - e.g. Bakery, Sauces and Mayonnaises, Coatings
- Pharmaceutical Applications for Powdered Cellulose
  - e.g. Disintegrant, Adsorbent, Binder
- Cosmetics and Personal Hygiene Product Applications
  - e.g. Thickener, Binder, Carrier
- Pet Food and Animal Feed Applications
  - e.g. Fibre, Filler, Water Retainer
- Industrial Applications
  - e.g. Building Materials, Paints and Coatings
- Value-Added Co-Processed Products

## Cellulose Powder Production Technologies

- e.g. Lignocellulosic Biomass Fractionation

## Contacts

- Interviews Covering *e.g.*:
  - Markets & Trends
  - Prices
  - Players & Products
  - Application Sectors
  - Technical Innovation

## News

- Markets Trends
- Sectors
  - Industrial
  - Food
  - Animal Nutrition & Pet Food
  - Pharma
- Products & Players

## ADDITIONAL PROJECTS

*CPL has worked on other similar projects on cellulose powder e.g., [global markets](#) for powdered cellulose, a powdered cellulose [market overview](#), cellulose [market in food and pet food](#) and on [MCC](#) opportunities. You can find further examples by using the search feature on this site. Have a look at our [Introduction](#) and [Brochure](#) for a description of our consultancy work.*