

# EMULSIFIERS AND FOOD PERFORMANCE SYSTEMS

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## EMULSIFIERS AND FOOD PERFORMANCE SYSTEMS - CASE STUDY

*In this case study a global food ingredients company engaged CPL Business Consultants as exclusive technical and commercial due diligence providers for a successful transformative acquisition in emulsifiers and food performance systems.*

CPL used its experience, expertise and global network of food ingredient contacts to provide detailed information on an emulsifier and systems company, its differentiating capabilities and future potential, in the context of markets and competing companies. The detailed due diligence report was completed in a compressed timescale and allowed the client to fully understand the target company and its products, enabling a fair valuation.

The engagement also included participation in management meetings and workshops. Additionally, CPL covered the other products sold by the company, working closely with management to address specific questions which came up during due diligence. The client acquired and successfully integrated the company, significantly increasing profitability and strengthening its competitive position.

An outline of the main contents of the report is given below. A podcast based on this case study can be [found here](#).

## EMULSIFIERS AND FOOD PERFORMANCE SYSTEMS REPORT OUTLINE

### Executive Summary

- Company
  - SWOT Analysis
  - Threats and Substitutions
  - Potential Growth & Expansion
- Market Size and Growth (CAGR)
  - Growth Prospects
  - Forecast & Future Business Drivers
  - Trends & Growth Potential
- Major Competitors in Emulsifiers and Systems
  - Existing Competitors
  - Potential Competitors

### Food Performance Systems and Emulsifiers Markets

- Emulsifiers
  - Emulsifier Market Value & Growth by:
    - Type, Application, Region & Player
- Markets for Individual Emulsifiers e.g.:
  - Distilled Monoglycerides
  - DATEM
- Performance Systems
  - Whipping Agents, Aerating Systems & Fat Powders
    - Value, Volume & Growth by Region, Application & Company

## Target Company Product Portfolio

- Emulsifier Technologies and Tiers
  - Emulsifier Technology Classification: Tiers 1-4
  - Product Components
- Technical Details and Differentiation
  - Straight Emulsifiers
  - Combination Emulsifiers
- Performance Systems
  - Whipping Agents, Aerating Systems & Fat Powders

## Competitive Landscape

- Current & Potential Competitors Profiles:
  - Historical Background
  - Financial Performance (e.g. P&L, EBIT)
  - Sales Estimates
    - Volume, Value & Growth (CAGR)
  - Market Offering
    - Market Segments & Capabilities
    - Products & Differentiation
    - Locations & Global Reach
  - Recent Developments & Future Potential

*In addition to this work on Emulsifiers and Food Performance Systems, CPL Business Consultants has also completed projects on a wide range of other ingredients, e.g. Proteins, Stabilizers and Texturizers, Natural Preservatives, Sweeteners (e.g. Xylitol) and Inclusions. Have a look at our PowerPoint Introduction and Brochure describing deliverables, differentiators and case studies. Eight case studies can also be reviewed.*