

SUSTAINABLE P-CYMENE (PARACYMENE) MARKET POTENTIAL

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STRATEGIES TO GROW YOUR BUSINESS

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In this case study, a bio-refinery engaged CPL Business Consultants to assess the markets for sustainable p-cymene (paracymene) its future potential. CPL conducted a comprehensive assessment of the potential market demand, applications and production technologies. CPL used the conclusions from this analysis to formulate recommendations for the clients growth strategy.

WHAT IS P-CYMENE?

p-Cymene (paracymene) is a naturally occurring aromatic organic compound. Its molecular structure is a benzene ring with methyl and an isopropyl groups. It can be obtained from a variety of sources and is used, for example, in food flavourings and as an intermediate in industrial applications.

WHAT DID CPL BUSINESS CONSULTANTS DO?

The client was interested in extracting and valorising sustainable p-cymene from a co-stream and therefore sought to understand the global market dynamics for p-cymene within several industrial and manufacturing sectors. CPL's study aimed to address markets, products & applications, and technologies, answering important questions such as:

- What is the market value and demand?
- What is the market structure?
- What are the distribution channels?
- What are the medium to long term growth prospects for the markets?
- What are prices for different applications?
- Which products are on the market and what are their specifications?

Firstly, CPL analysed the p-cymene markets, providing information on the values and volumes by region, as well as the key players, customers and pricing information. CPL also looked into the end-uses and applications of p-cymene as well as the production technologies and patents. CPL then assessed the competitive landscape, providing information on key players and products. Furthermore, CPL leveraged its relevant contacts to collect supporting information on the market, key players and views on the importance of more sustainable production systems via expert interviews. Based on this information CPL was able to advise on the feasibility of entering this market and the potential profitability for the business.

Executive Summary

- Principle Findings
 - Markets & Trade
 - End Uses & Applications
 - Production Technologies
 - Players and Products
- Conclusions
- Recommendations

Introduction

- P-Cymene Properties and Characteristics

Sustainable Paracymene Markets

- Volume, Value and Growth
- Global Trade in p-Cymene
- Regional Market Demand
- Demand by Application
- Pricing of paracymene
- Market Prospects

End-Uses and Applications

- Food and Beverage
- Cosmetics
- Pharmaceuticals
- Other Industrial Uses

Production Technologies and IP

- Established and emerging production technologies

Sustainable p-Cymene Players and Products

- Company Profiles
- Product Specifications

Contacts

- Expert Interview Insights

News on Sustainable Paracymene

- Recent Market Developments

ADDITIONAL PROJECTS

In addition to this project on the market for sustainable p-cymene (paracymene), CPL has worked extensively on forestry products and synthesis of nature identical ingredients e.g. [Natural and Sustainable Vanillin Market Potential](#), [Precision Fermentation Technical Due Diligence](#) and precision fermentation for [chymosin](#), [sebacic acid](#), and [Rebaudioside M](#). Have a look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. You can also review [eight case studies](#).