

VEGETABLE-DERIVED HEALTH INGREDIENT MARKET

STRATEGIES TO GROW YOUR BUSINESS

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In this case study, CPL Business Consultants reviewed the markets for specific vegetable-derived or plant-based health ingredients.

CPL's client was investigating the market for active health ingredients derived from vegetables, namely pumpkins, turmeric, spirulina, tomatoes and carrots. As a result, it required information on the market landscape for these products.

We provided the client with a synopsis of the market to support its decision-making process as part of its new product development strategy.

The study objective was to assist a company in an initial investigation into the markets for pumpkin, turmeric, spirulina, tomato and carrot-derived health ingredients.

CPL used its key resources to carry out this project, including in-house databases and its extensive network of contacts, in addition to information from publicly accessible sources (e.g. government and other databases, publications, company literature *etc.*). An outline of the report is below.

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The study output was a brief written and verbal report which covered the following topics:

Health Actives in Plant Materials

- Carrot (e.g. beta-carotene, phylloquinone)
- Pumpkin (Cucurbitaceae)
- Spirulina (e.g. phycocyanin)
- Tomato (*Solanum lycopersicum*)
- Turmeric (e.g. Curcumin)

Vegetable-derived Health Ingredient Markets

- Market Information on plant-based health ingredients

Levels of Actives in Products/Product Formats

- Dosage Characteristics
- Common Product Formats

Types of Claim

- Types of Claims Made
- Types of Health Claims Made

Competitive Landscape: Company Activity

- Nutraceutical Products and Positioning

Summary & Conclusions

ADDITIONAL PROJECTS

In addition to this project on vegetable-derived health ingredient markets, CPL has worked on many other projects on health ingredients including, scouting projects, market feasibility and technical projects. For example, we have worked on [markets for polyphenols](#), e.g. from [cinnamon and tomatoes](#). Also, CPL has worked on [plant based proteins](#). You can find many other examples by browsing this website or using the search bar on this page. Have a look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. You can also review [Eight case studies](#).