

ALGINATE MARKETS STRATEGY

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STRATEGIES TO GROW YOUR BUSINESS

TABLE OF CONTENTS

ALGINATE MARKETS STRATEGY	1
ALGINATE MARKETS STRATEGY.....	1
<i>Executive Summary</i>	<i>1</i>
<i>Alginate Markets</i>	<i>1</i>
<i>Major Forces Driving Market Change.....</i>	<i>1</i>
<i>Future Market Prospects</i>	<i>1</i>
<i>Alginate Suppliers</i>	<i>2</i>
<i>Technical Aspects</i>	<i>2</i>
<i>Contact Reports</i>	<i>2</i>

In this case study, a hydrocolloid biorefinery engaged CPL Business Consultants to characterise the markets for alginate and provide recommendations as part of its diversification strategy.

ALGINATE MARKETS STRATEGY

The study assisted the client in determining plans to enter the market for alginate and also provided them with strategic recommendations. The production and sale of alginate products was then a stable and profitable business. Consequently, the group considered expanding its ingredients activities by entering the alginate business by acquisition. Alginates had well-characterized properties, although researchers had investigated alternatives to alginates for years. However, the likelihood of novel cheaper substitutes replacing alginate was not high in the foreseeable future.

Executive Summary

- Objective, Method & Scope
- Conclusions & Recommendations

Alginate Markets

- World Market, Volume, Value, Price
- UK Exports, Imports and Prices
- Costs and Profitability
- Customers and Applications
- Key Success Factors

Major Forces Driving Market Change

- Existing Alginate Competitors
- Alternatives and Substitution
- New Uses of Alginates
- Consumer Preferences

Future Market Prospects

- Price, Supply and Customers
- Growth Drivers and Constraints
- Projected Growth (CAGR)

Alginate Suppliers

Technical Aspects

- Alginate Production
- Applications *e.g.* Food, Textiles and Minor Uses

Contact Reports

- Stakeholders in Alginate Markets

Have a look at our [PowerPoint Introduction](#) and [Brochure](#) describing deliverables, differentiators and case studies. You can also review [eight case studies](#).