

ALGINATE IN PET FOOD

STRATEGIES TO GROW YOUR BUSINESS

Prepared by:

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In this case study, a hydrocolloid ingredients manufacturer engaged CPL Business Consultants to provide insights into alginate use in pet food. CPL produced a detailed report which also included recommendations for its market growth strategy.

The objective was to help the client focus its market strategy for alginate in pet food. The study also investigated a number of other ingredient options, including blends of hydrocolloids, seaweed fibre, and chitosan. Additionally, the study investigated a number of strategic options that could provide future courses of action for the client.

The report included information obtained from a wide variety of sources, including databases, pricing and financial information and primary data from CPL's wide network of industry contacts. In order to assess future growth prospects, CPL provided technical, legal and commercial analysis, as well as assessing the current pet food market and its main trends. We analysed barriers to entry and key success factors in the industry, especially in the higher-value segments. Additionally, we obtained views from manufacturers on the use of alginate and other hydrocolloids in their products. Whilst speaking to these contacts, we also obtained qualified leads for inclusion in the implementation plan.

You can see an outline of the report contents below. Please contact CPL Business Consultants for further details of our consulting services.

ALGINATE IN PET FOOD

Executive Summary

- Objective
- Method
- Conclusions
- Recommendations

Use of Alginate in Pet Food

- Factors Affecting Future Alginate Use in Petfood
- Petfood Manufacturers' Views of Alginate
- Alternatives to Alginate in Petfood
 - Hydrocolloid Blends in Petfood
 - Chitosan in Petfood

Petfood Market Overview

- Types of Product
- Leading Brands
- Factors Affecting Sales
- Markets and Trends
 - UK
 - France
 - Germany
 - Holland
 - Belgium
 - US and Canada
- Manufacturers
- Marketing
- Retailing
- Contract R&D

Manufacture

Contact Reports

CPL has also worked on other related projects including [alginate market strategy](#), [global alginate markets](#), [pet food ingredients](#) and [palatants](#). You can find further [relevant projects on feed and petfood](#) here. Have a look at our [PowerPoint Introduction](#) and [Brochure](#) describing deliverables, differentiators and case studies. You can also review [eight case studies](#).