

# ANTHOCYANINS, BILBERRY AND BLUEBERRY POLYPHENOLS

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***In this case study a science-led ingredients company engaged CPL Business Consultants to assess the market for anthocyanins and other polyphenols from blueberries and bilberries as part of its health ingredients platform and diversification strategy.***

Anthocyanins and other polyphenols derived from blueberries and bilberries reportedly exhibit a range of health properties. In this study, CPL assessed the potential for ingredients based on these compounds, across food, beverage, dietary supplement and cosmetics applications.

In considering each opportunity CPL determined the following: –

1. Approximate market size, characteristics (including possible competitive products), trends and likely future potential
2. Key players with an IP/technology position
3. Main success factors and barriers to entry of successful key players
4. Potential partner and acquisition targets (either key players with IP/technology or good science-based ‘other’ players with good products)
5. Key market segments in terms of applications or health conditions targeted
6. Associated health benefits for anthocyanins and other polyphenols
7. Scientific substantiation
8. Possible use of the polyphenol (or the extract) as a technological antioxidant

Click here for a PDF of [the contents of the study](#) or look below for an outline.

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