

# ASCORBIC ACID MARKET DYNAMICS

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***In this case study, a leading soft commodities trader (i.e. commodities that are grown rather than mined) engaged CPL Business Consultants to provide an overview of the market dynamics for ascorbic acid. CPL's report included strategic recommendations on whether the client should enter the market as a trader.***

The purpose of this study was to describe the dynamics of the ascorbic acid market to assist it in developing its strategy. This included information about markets, prices and trends, as well as a discussion of the potential future market growth. Ascorbic acid is mostly sold as a commodity product on price and specifications. However, there may still be some scope to differentiate and add value.

In this project the 'ascorbic acid' market also included sodium ascorbate, ascorbyl palmate and other similar offerings. Applications included pharmaceuticals, dietary supplements, food and beverages, and animal feed premixes.

The report also included profiles of leading companies, technical aspects of product differentiation and estimates of profitability. CPL considered and discussed the barriers to entry and key success factors.

You can find an outline of the contents of the report below. Please contact CPL for further details of our services and work in food ingredients.

## ASCORBIC ACID MARKET DYNAMICS

### Executive Summary

- Objective
- Method
- Principal findings
- Conclusions
- Recommendations

### Ascorbic Acid Markets

- Companies *e.g.*
  - [DSM-Fermentich](#)
- Market Volume, Value and Growth (CAGR)
- Production
  - By Company
  - By Region
  - By Sector
- Price by Application
- Applications

### Contact reports

- Contacts with market participants, customers and other experts

*In addition to this and [other reports on ascorbic acid](#) market dynamics, CPL has worked on a very wide [range of food ingredients](#), including [citric acid](#) and [lactic acid](#). You can find further relevant examples using the search bar on this page, or by browsing this site by areas of expertise. Have a look at our [Introduction](#) and [Brochure](#) for a description of our consultancy work. You can also review [eight case studies](#).*