

BETA-GLUCAN MARKET GROWTH ANALYSIS

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STRATEGIES TO GROW YOUR BUSINESS

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In this case study an ingredients company, which was building a health ingredients platform, engaged CPL Business Consultants to look at growth in the market for concentrated beta-glucan from oats. CPL's comprehensive and detailed analysis allowed the client to make a market entry decision with confidence.

CPL examined the attractiveness of the market, particularly in beverages, looking at the potential for an agreement with a manufacturer. CPL analysed a range of beta-glucan products and the technologies used to produce them in order to see our clients fit amongst its peers. We also estimated sales growth for beta-glucan by investigating the views of end-users *e.g.* on its attractiveness as an ingredient. Additionally, we examined competitor activity and reviewed financial information looking for signs of market growth.

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

BETA-GLUCAN MARKET GROWTH ANALYSIS

Executive Summary

- Objective and Background
- Method
- Principal Findings
 - Markets
 - Manufacturers
 - Technology
 - End Users
 - Legislation
- Conclusions
 - Market
 - Technology
 - End Users
 - Legislation

Beta-glucan

- Market
 - Beta-glucan
 - Functional Foods
- Future Market Opportunities
 - Cholesterol Lowering
- Estimate of Sales Growth

Existing Beta-glucan Players

- Overview of 13 Companies
- Products
- Markets
- Issues
 - General
 - Barley vs Oats
 - Legislation
- Technologies

End Users' View of Beta-Glucan

Legislation

- Overview
- European
- US
 - US Generic Health Claims
 - Oat Specific
 - FDA Regulation
- Upcoming Conferences

Recent Patents

News

Contact Reports

- 3 Distributors
- 19 Manufacturers
- 23 End Users – Beverage Manufacturers
- 6 Others

11 Tables

CPL was one of the first consultancies to cover beta-glucan, and has worked on this topic in multiple occasions, for example on [price elasticity](#). Have a look at our [Introduction](#) and [Brochure](#) for a description of our consultancy work.