

CINNAMON AND TOMATO POLYPHENOLS

STRATEGIES TO GROW YOUR BUSINESS

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In this case study, an international health ingredients company engaged CPL Business Consultants to examine the market for cinnamon and tomato polyphenols as part of its diversification strategy.

The objective of this project was to assess potential opportunities in health ingredients based on polyphenol extracts from cinnamon and tomato for use in foods, beverages, dietary supplements and also cosmetics.

In considering each opportunity we attempted to determine the following: –

1. Approximate market size, characteristics (including possible competitive products), trends and likely future potential
2. Key players e.g. 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
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.

CINNAMON AND TOMATO POLYPHENOLS

Executive Summary

- Objective
- Method
- Principal Findings & Conclusions
 - Cinnamon
 - Market
 - Players
 - Scientific Research & Health Benefits
 - Patents
 - Advantages & Disadvantages of Cinnamon
 - Tomatoes
 - Market Overview

General Overview on Polyphenols

- Introduction & Overview
- The Polyphenol Market
- Industry Contact

Cinnamon Extracts

- Introduction & Overview
- Advantages and Disadvantages of Cinnamon Extracts
- Reported Health Benefits and Scientific Substantiation
- Patents
- Estimated Market Size, Growth Rate & Prices
- Key Market Segments
- Opportunities
- Profiles of Key Players and Innovators
- Regulatory
- Contact Reports
- Appendix – Additional Information
 - News

Tomato Extract

- Introduction & Overview
- Reported Health Benefits and Scientific Substantiation
- Patents
- Profiles of key players and innovators
- Contact Reports

Tables

- Carotenoid Sources
- Polyphenol Sources 9 Table 3 Common Dietary Flavonoids
- Foods rich in flavones, flavonols, etc.
- Cinnamon Extract Prices obtained by CPL
- Perfumery Materials Council Directive 76/768/EEC
- Nomenclatures for Cinnamon Extracts

Figures

- Flavonoid Basic Chemical Structure
- Anthocyanidins (Anthocyanin Aglycones) Chemical Structures
- Flavanones Chemical Structures
- Flavones Chemical Structures
- Isoflavones Chemical Structures
- Polyphenol Type-A Polymer Structure

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