

CO-CRYSTALLISED SUGARS IN THE EU

Prepared by:

CPL Business Consultants

Milton Park Innovation Centre, Abingdon, OX14 4RY, United Kingdom

Tel: +44 1865 257 252, info@cplconsult.com, www.cplconsult.com

STRATEGIES TO GROW YOUR BUSINESS

TABLE OF CONTENTS

CO-CRYSTALLISED SUGARS IN THE EU	1
---	----------

In this case study, a multi-national sugar company which had established a market for co-crystallised sugars in the US, engaged CPL Business Consultants to explore market expansion in the EU. CPL advised the client on the differences in the markets and applications and recommended a go-to-market strategy.

The objective was to determine the EU market for co-crystallised sugars and recommend a sales structure for these products. The client thought they could sell these products in the EU as they had advantages in utility.

First, CPL considered the prospects in the EU for the existing market sectors for co-crystallised sugars in the US. We then addressed prospects for newer products carrying flavours or other nutrients. After this, CPL investigated if it was possible to form a collaborative venture with a flavour company.

CPL approached companies, solicited their opinions, and obtained specific data where possible. Companies contacted included those selling similar products, those manufacturing products that currently contain or might include such products in future, companies that have successfully exploited similar opportunities and finally, other companies with experiences relevant to the client's objectives. Sectors investigated included breakfast cereals, biscuits, pharmaceuticals and flavours.

The study identified differences between the US and EU markets which were important for the go-to-market strategy. Following CPL's recommendations, the client subsequently entered the EU market for co-crystallised sugars.

A copy of the Table of Contents can be downloaded [here](#). In addition, please look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. [Eight case studies](#) can also be reviewed.