

COCOA POLYPHENOLS

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STRATEGIES TO GROW YOUR BUSINESS

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In this case study, an international health ingredients company engaged CPL Business Consultants to assess potential market opportunities for cocoa polyphenols as health ingredients in foods, beverages, dietary supplements and cosmetics.

Cocoa polyphenols are associated with a number of positive health effects. In considering each opportunity, CPL attempted to determine 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
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.

COCOA POLYPHENOLS

Objective

Principal Findings & Conclusions

- General
- Cocoa Polyphenols
 - Background
 - Market and Players
 - Scientific Research, Health Benefits and Patents
 - Advantages and Disadvantages of Cocoa Polyphenols
 - Barriers to Entry and Key Factors for Success

General Overview on Polyphenols

- Introduction & Overview
- The Polyphenol Market
- Industry Expert Contact Report

Cocoa Extracts

- Introduction & Overview
- Advantages of Cocoa Polyphenols
- Reported Health Benefits and Scientific Substantiation
- Cocoa Polyphenol Patents
- Estimated Market Size and Growth Rate (CAGR)

- Key Market Segments
- Market and Partnership Opportunities
- Barriers to Entry
- Profiles of Key Players and Innovators
- Contact Reports

Tables

- Carotenoid Sources
- Polyphenol Sources
- Common Dietary Flavonoids
- Foods Rich in Flavones, Flavonols, *etc.*

Figures

- Flavonoid Basic Chemical Structure
- Some Anthocyanidins (Anthocyanin Aglycones) Chemical Structures
- Flavanones Chemical Structures
- Flavones Chemical Structures
- Isoflavones Chemical Structures

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