

# CRANBERRY POLYPHENOLS

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STRATEGIES TO GROW YOUR BUSINESS

## TABLE OF CONTENTS

<b>CRANBERRY POLYPHENOLS .....</b>	<b>1</b>
CRANBERRY POLYPHENOLS.....	1
<i>Objective &amp; Method</i> .....	<i>1</i>
<i>Principal Findings &amp; Conclusions</i> .....	<i>1</i>
<i>General Overview on Polyphenols</i> .....	<i>1</i>
<i>Cranberry Extracts</i> .....	<i>2</i>
<i>Tables</i> .....	<i>2</i>
<i>Figures</i> .....	<i>2</i>

*In this case study, a global ingredients company engaged CPL Business Consultants to look at the B2B market for extracts containing cranberry polyphenols. CPL's report was used as a basis of discussion for a diversification and growth strategy in added-value ingredient products.*

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

## CRANBERRY POLYPHENOLS

### Objective & Method

Cranberry polyphenols have gained importance as ingredients for food and supplements as evidence has been gathered demonstrating health benefits, particularly for urinary tract health. The objective of this project was to assess potential opportunities in health ingredients based on cranberry polyphenols to help our client understand more about potential opportunities in different applications.

In considering each opportunity we aimed 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

### Principal Findings & Conclusions

- General Findings
- Cranberry Polyphenol Ingredients
  - Background
  - Market and Players
  - Scientific Research & Health Benefits
  - Patents and Opportunities

### General Overview on Polyphenols

- Introduction & Overview
- The Polyphenol Ingredients Market
- Key anonymous Industry Contact

## Cranberry Extracts

- Introduction & Overview
  - Cranberry Extract Ingredients
- Reported Health Benefits and Scientific Substantiation
  - Urinary Tract and Other Health Benefits
- Patents
- Estimated Market Size and Growth Rate
- Key Market Segments
- Opportunities
- Profiles of Key Players and Innovators
- Regulatory
- News
- Contact Reports

## Tables

- Carotenoid Sources
- Polyphenol Sources
- Common Dietary Flavonoids
- Foods rich in Flavones, Flavonols, etc.
- Health Benefits of Cranberry Extracts
- State of research on Cranberry Extracts
- Patents relating to Cranberry Extracts
- The Market for Cranberry Extract Products
- Price of Cranberry Extracts by Company (\$/kg)
- Key Market Segments for Cranberry Extract Ingredients
- US Domestic Sales and Exports of Cranberries by Category
- Key players in the Cranberry Extract Ingredients market
- Key Innovators in the Cranberry Extract Market
- Price of Cranberry Extract Ingredients (\$/kg)
- Price of Cranberry Extract (€/kg) by PAC Conc.

## Figures

- Basic Chemical Structure of a Flavonoid
- Chemical Structures of Some Anthocyanidins (Anthocyanin Aglycones)
- Chemical Structures of Some Flavanones
- Chemical Structures of Some Flavones
- Chemical Structures of Some Isoflavones
- General chemical structure of bioflavonoids
- Patents relating to Cranberry Extract by Year
- Approximate cranberry extract sales by region (\$m)

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