

ERYTHRITOL MARKET STRATEGY

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STRATEGIES TO GROW YOUR BUSINESS

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In this case study, an ingredients company engaged CPL Business Consultants to advise it on a go-to-market strategy for erythritol in the US market and other countries, including Australia.

Erythritol is a product that initially represented a very significant advance in the polyol sweetener sector. It provides fewer calories than other polyols, does not cause laxation when consumed in normal amounts and yet it is, like other polyols, non or anti-cariogenic.

Despite these advantages, at the time of the study, erythritol had not been found to ‘sell itself’, even after approval in the US and a number of other countries. CPL was asked to explore the reasons for this and to recommend ways of overcoming resistance and increasing market penetration, particularly in the US market.

CPL provided information and analysis on the market and also recommendations on how the client could best address the market.

ERYTHRITOL MARKET STRATEGY

Erythritol Competitiveness

Introduction

Benefits

Erythritol Market

- Confectionery
- Chewing Gum
- Beverages
- Functional Beverages; Herbal Drinks
- Dietary Supplements

Creating Market Pull-Push

- Toothfriendly Sweets International

Erythritol Market Competitors

- Isomalt
- Hydrogenated Starch Hydrolysates
- Lactitol
- Maltitol
- Sorbitol
- Xylitol

Please look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. [Eight case studies](#) can also be reviewed.