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CPL

ERYTHRITOL

STRATEGIES TO GROW YOUR BUSINESS

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CPL assisted a client in assessing the potential opportunity to enter the polyol market by manufacturing erythritol. The client sought information about erythritol regarding market dynamics, world market demand, applications, outlook on growth rates and current and future trends. Information was provided on producers which included current capacities, estimated cost structure, current prices and an outlook on price development. CPL also provided information on substitutes for erythritol and the risk of substitution and the requirements to compete in this market.

Based on our analysis and recommendations our client was able to make an informed decision on whether to enter the erythritol market.

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

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Objective

Method

Principal Findings

Conclusions and Recommendations

Erythritol Markets

- Sales
 - Worldwide
 - United States
 - Japan
 - Europe
- Price and Value
- Current Customers
 - United States
 - Japan
 - Row
- Demand Drivers
- What is Required To Sell Erythritol
- Production and Cost

Erythritol Success Factors & Barriers to Entry

- Success Factors
- Barriers to Entry
- Marketing History of Some Similar New Ingredients
 - Aspartame
 - Sucratose
 - Xylitol
 - Isomalt
 - Acesulfame K

Uses for Erythritol

- Technical Information
- Erythritol in Products
 - in Beverages
 - in Sugar Free And/or Diabetic Chocolate
 - in Sugar Free, Low Calorie And/or Diabetic Ice Cream
 - in Yoghurts and Dairy Products
 - in Bakery Items
 - in Confectionery
 - in Dietary Supplements
- Functionality in Food Products
- Potential Uses
- Benefits
- Dis-Benefits
- Physiological Issues in Consumption

Competitors To Erythritol

- Isomalt
- Lactitol
- Maltitol
- Xylitol

Regulatory Status of Erythritol

- Food
- Pharmaceuticals
- Canadian Approval
- Proposed EU Approval
- EU SCF Review of Erythritol
- UK COT Review of Erythritol

Erythritol Production Costs

- Introduction
- Process
- Costs
 - Raw Materials Cost
- Glucose Price Vs Glucose Value
- Fermentation
 - Capital Costs
- Definitions
- Process Details and Assumptions
 - Fermentation
 - Organisms and Strains
 - Process Considerations
 - By-Products
 - Needs and Problems
 - Purity of Product Stream
 - Recovery

Patents Relating to Erythritol

2 News and Items

Contact Reports

- 14 Actual or Potential Users
- 4 Polyol Suppliers
- 5 Others

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Have a look at our [Introduction](#) and [Brochure](#) for a description of our consultancy work.