

FRUCTO-OLIGOSACCHARIDES MARKETS

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



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In this case study, a regional sugar cane refiner and ingredients company engaged CPL Business Consultants to explore potential markets in fructo-oligosaccharides. CPL was then able to make strategic recommendations for a go-to-market strategy.

OBJECTIVE

The project assisted our client in identifying potential partners and then facilitating one or more suitable partnerships for developing its products in higher-value applications, especially in human food and dietary supplements. However, opportunities were also sought in cosmetics, pet food and animal feed. In conclusion, the study provided specific recommendations to the client on how to enter these markets most efficiently, cost-effectively and quickly.

Fructo-oligosaccharides (FOS) have a well-documented history as prebiotic products used as an alternative to oligofructans which are mainly derived from chicory. However, FOS has a number of technical characteristics that may make it preferred as a prebiotic, and the current premium price is based on these characteristics. Therefore, the project covered aspects of prebiotics markets, including trends, leading players and products.

METHOD

The study initially used information from CPL's database, public sources, and contacts with the manufacturers and users of fructo-oligosaccharides (and inulin). In addition, CPL received information from knowledgeable individuals and companies.

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

FRUCTO-OLIGOSACCHARIDES MARKETS

Objective, Background and Scope

Principal Findings

- Markets and Trends
 - Market development
 - Production capacity
 - Company developments
- Players and Products
- Application trends & End Users
 - Soluble Fibres & Prebiotics
 - Regulatory Affairs
 - Scientific Research, Patents and Clinical Trials

Conclusions and Recommendations

FOS (and Inulin) Markets

- Background
- Market Overview
- Market Trends for FOS/Inulin
- Developments in the Market
 - Expansion, Partnerships & Acquisitions
 - Innovative Production
- Players/Distributors
 - FOS, Inulin & Fructo-oligosaccharides
- Products
 - Applications, Trends & End Users
- Scientific Research, Clinical Trials and Patents
- Labelling & Legislation

Contacts

- Summary
 - Companies
 - Key Factors for Success
 - Health claims
 - Prices
 - Market Growth
 - Applications
 - Substitutes
- Inulin/FOS Producers/Distributors and Customers

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