

BUSINESS CONSULTANTS

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# FRUIT PREPARATIONS MARKET SECTOR STUDY

STRATEGIES TO GROW YOUR BUSINESS

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***In this case study, CPL was engaged by a food ingredients company to provide a sector analysis of the fruit preparations market. CPL's report allowed them to make an informed decision on whether or not to enter this market.***

Information on producers included the prices of their products, the service they offered to their customers, the requirements of their customers, the trends in the industry, the characterisation of the industry, success factors, barriers to entry *etc*. CPL also investigated product and service expectations and typical usage levels, and total quantities of fruit preparations used. We also examined the fruit preparation market dynamics, including its direction, size and growth.

CPL drew conclusions from these data and made strategic recommendations concerning the business models, acquisitions, markets, players and products, success factors and barriers to entry.

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

## **FRUIT PREPARATIONS MARKET SECTOR STUDY**

### **Executive Summary**

- Objective
- Method
- Findings and Conclusions
  - Dairy Markets
  - Dairy Players/Products
  - Success Factors
- Recommendations

### **Fruit Preparations Market Size**

- Volume
- Price
- Growth
- Sectors
- Profitability

### **The Dairy Products Market**

- Countries
  - UK
  - Germany
  - Holland
  - Finland
  - France
- Key Dairy Companies
- Trends

## Fruit Preparations Market Drivers

- Commoditisation
- Growth and Trends
- Role of R&D and Innovation

## Industry Structure

- Types of Player as Company Business Models
  - Customer Focused
  - One Stop Shop
  - Fruit Specialists
  - Self Sufficient
  - Others
- Supplier Overview
  - 29 Companies

## Success Criteria

- Key Success Factors
- Knowledge of Fruit
- Technical Capabilities
- Innovation
- Reputation

## Barriers To Entry

- Fruit
- Capital
- Mergers & Acquisitions in Fruit Preparations
- Channels of Distribution and Supplier Trends

## Fruit Preparation Contacts

- 35 contacts

## Figures and Tables

- 7 Tables & 1 Figure

*In addition to this study on the fruit preparations market sector, CPL has also worked on other projects involving [fruit compounds](#) and [specialist fruit ingredients](#). Have a look at our [PowerPoint Introduction](#) and [Brochure](#) which describe deliverables, differentiators and case studies. You can also review [eight case studies](#).*