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GREEN TEA POLYPHENOLS

STRATEGIES TO GROW YOUR BUSINESS

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In this case study, a global ingredients company engaged CPL Business Consultants to analyse the market for green tea polyphenols and extracts as part of a portfolio diversification and growth strategy.

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

GREEN TEA POLYPHENOLS

Green tea polyphenols, such as catechins and epicatechins, are associated with numerous health benefits, including prevention of atherosclerosis, cholesterol reduction and protection against cancer. The objective of this project was to assess potential opportunities in health ingredients based on polyphenol-containing extracts from green tea used as ingredients in foods, beverages, dietary supplements and cosmetics.

In considering each opportunity we aimed to determine the following: –

1. Approximate green tea polyphenol market size, characteristics (including competing products), trends and 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

Objective & Method

Principal Findings & Conclusions

- Green Tea Polyphenol Ingredients
 - Catechins and Epicatechins
 - Markets and Players
 - Scientific Research & Health Benefits
 - Patents
 - Advantages of Green Tea Extracts
 - Barriers to Entry and Key Factors for Success

General Overview on Polyphenols

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

Green Tea Polyphenols

- Introduction & Overview
- Advantages of Green Tea Polyphenols
- Catechin and Epicatechin Ingredients
- Reported Health Benefits and Scientific Substantiation
- Green Tea Extract Patents
- Market Size and Growth Rate (CAGR) for Green Tea Extracts
- Potential Opportunities in Green Tea Ingredients
- Barriers to Entry and Key Factors for Success
- Profiles of Key Players and Innovators
- Regulatory
- Contact Reports

Tables

- Tea Extract Ingredient Products
- White Tea Extracts and Polyphenols
- The Market for Green Tea Extract Ingredient Products
- Summary of Patents with Green Tea Catechins
- Carotenoid and Polyphenol Sources
- Common Dietary Flavonoids
- Foods Rich in Flavones, Flavonols, *etc*

Figures

- Flavonoid Basic Chemical Structure
- Anthocyanidins (Anthocyanin Aglycones) Chemical Structures
- Flavanones Chemical Structures
- Flavones Chemical Structures
- Isoflavones Chemical Structures
- Flavon-ol Glycosides in Tea
- Flavan-ol Monomers (Catechins) Chemical Structures
- Theaflavins (catechin dimers) in Tea

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