

# HEALTH INGREDIENT OPPORTUNITIES (275)

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STRATEGIES TO GROW YOUR BUSINESS

TABLE OF CONTENTS

HEALTH INGREDIENT OPPORTUNITIES (275) ..... 1

HEALTH INGREDIENT OPPORTUNITIES ..... 1

*Later Stage Health Ingredient Opportunities* ..... 2

*Earlier Stage Ingredient Opportunities* ..... 3

***In this case study, a bio-based food ingredients company engaged CPL Business Consultants to find opportunities in health ingredients, including cardiovascular health, digestive health, glycaemic health, oral health and weight management. CPL subsequently found 275 relevant opportunities which formed a basis for the company's product diversification strategy.***

## **HEALTH INGREDIENT OPPORTUNITIES**

The client sought opportunities, preferably at a later stage, with a product on the market. Some areas of specific interest were, e.g., cardiovascular health, digestive (gut) health, glycaemic health, oral health, weight management, antibiotics, anti-oxidants, cognitive health products, energy products, eye health products, immune health products and products for healthy joints and bones.

CPL placed emphasis on product opportunities rather than on new molecules, e.g. ideally, these new products/ingredients will have been on the market for at least three years. We extended the search beyond the food ingredient area and included ingredients from other sectors, such as dietary supplements.

CPL made ~300 contacts, including ~90 with public sector bodies, e.g. research institutes and centres, universities and technology transfer groups, and also ~180 venture capital or investment companies, amongst other contacts in the ingredients industry. We examined ~5000 research abstracts for ideas and also several thousand patent abstracts.

We first divided the opportunities into later and earlier stage opportunities and then subdivided these by health and nutrition sectors.

Please click to see [the contents of the study](#), or otherwise, look below for an outline.

**Executive Summary**

- Objective & Background
- Scope & Method
- Conclusions & Recommendations

**Later Stage Health Ingredient Opportunities**

- Opportunities in Core Health and Nutrition Ingredients
  - Cardiovascular Health
  - Digestive Health
  - Glycaemic Health
  - Oral Health
  - Weight Management
- Opportunities in Other Health and Nutrition Ingredients
  - Antibiotics, Anti-Fungals and Anti-Virals
  - Anti-Oxidants
  - Energy and Performance
  - Eye Health
  - Immune System Health
  - Joint / Bone Health
- Opportunities in Vitamins and Minerals
  - Vitamin C
- Opportunities in Enabling Technologies
  - Chromatography and Extraction
  - Controlled Release
  - Fermentation
  - Taste Masking

## Earlier Stage Ingredient Opportunities

- Opportunities in Core Health and Nutrition Ingredients
  - Cardiovascular Health
  - Digestive Health
  - Glycaemic Health
  - Oral Health
  - Weight Management
- Opportunities in Other Health and Nutrition Ingredients
  - Antibiotics, Anti-Fungals and Anti-Virals
  - Anti-Oxidants
  - Cognitive Health
  - Energy and Performance
  - Eye Health
  - Immune System Health
  - Joint / Bone Health
- Enabling Technologies
  - Bioavailability
  - Controlled Release
  - Fermentation
  - Solubility
  - Taste Masking

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