

HEALTH INGREDIENTS PLATFORM OPPORTUNITY STUDY

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STRATEGIES TO GROW YOUR BUSINESS

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In this case study, an international ingredients company engaged CPL Business Consultants to find health ingredient opportunities as part of its growth strategy. CPL provided the client with a qualified shortlist of ~100 potential opportunities and recommendations for further investigation.

OBJECTIVE

CPL identified potential partners or acquisition targets offering ingredients for food or supplements with benefits for ageing-related conditions, weight management and immune health.

METHOD

CPL initially used proprietary sources, which include in-house databases and an extensive network of contacts, in addition to public sector information (published, internet *etc.*). We also sought additional information and insights from key expert contacts within the industries concerned.

CPL then contacted clients and contacts from previous work in the food ingredients sector that might have opportunities in the areas of interest. We also contacted public sector bodies, including research institutes and centres, universities and technology transfer groups. CPL also reviewed the scientific literature and searched patent databases for people and companies working in the focus areas to identify opportunities, products, clinical trials or related ongoing research.

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

OPPORTUNITIES IN HEALTH INGREDIENTS

Executive Summary

- Objective
- Method
- Principal Findings
- Recommendations

Target Health Ingredient Opportunities

- Enabling Technologies / Delivery Vehicles
- Optic, Brain & Neural Functions
- Immune Health and Inflammation
- Metabolic Syndrome, Diabetes and Weight Management
- Probiotics, Prebiotics and Postbiotics

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