

HEALTH AND HYDROCOLLOIDS

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STRATEGIES TO GROW YOUR BUSINESS

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In this case study, an ingredients company engaged CPL Business Consultants to review the evidence to support repositioning hydrocolloids as health ingredients. The client wanted to add value to its products and potentially enter new markets, for example, with specialist health products. CPL used its technical expertise and commercial experience to examine the evidence behind potential health claims and then make strategic recommendations on how the client should proceed.

Despite some [controversy surrounding products like carrageenan](#), many hydrocolloids have proven health benefits. Health experts advised people to consume more dietary fibre, and because of this, products like prebiotics had gained more interest in Europe, Asia and the US. Research also suggested that a higher fibre-containing diet may prevent health issues such as diabetes, heart disease, obesity and cancers. The aim was, therefore to assess any opportunities to use these products to promote health and general well-being.

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

HEALTH AND HYDROCOLLOIDS

Executive Summary

- Objective
- Method
- Principal Findings & Conclusions
 - Potential Health Properties of Hydrocolloids
 - Commercial Potential as Soluble Fibres and/or Prebiotics
 - Locust Bean Gum & Carob-derived Insoluble Fibre, Pectin, Guar Gum, Alginate, Carrageenan and Xanthan
- Recommendations

Potential Health Properties of Hydrocolloids

- Wellness-promoting properties

Hydrocolloids as Soluble Fibres and/or Prebiotics

- Market, Players and Products
 - Current Market for Prebiotics
 - Soluble Fibre/Prebiotic Players and Products in 2003
 - Contact Overview
 - Current Trends in Hydrocolloids as Health Ingredients
 - Health benefits imparted by the use of specific soluble fibres/prebiotics

Health Properties of Hydrocolloids

Ingredients Covered

- Locust Bean Gum & Carob-Derived Insoluble Fibre
- Pectin
- Guar gum
- Alginate
- Carrageenan
- Xanthan Gum

Health Properties, Research and IP

- Background
- Research
- Clinical Trials
- Patents
- Articles

Contacts

- 13 Hydrocolloid Companies
- 5 Others

Recent News on Fibres/Hydrocolloids

- General
- HPMC

Tables

- Recent developments
- Clinical trials
- Health effects of hydrocolloids proven in human clinical trials
- Hydrocolloid and fibre companies ranked by marketing strategy
- Prices and marketing approach
- Inulin, oligofructose (of) and FOS products on the market
- Manufactures of soluble fibre ingredients
- Health effects proven in clinical trials
 - Locust Bean Gum (LBG), Pectin, Guar, Alginate, Carrageenan and Xanthan

Figures

- Recent developments
- Clinical trials
- Patents on health and hydrocolloids

CPL has worked on other similar topics, for example [opportunities in this area](#). Have a look at our [Introduction](#) and [Brochure](#) for a description of our consultancy work. Have a look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. You can also review [eight case studies](#).