

# HYDROXYTYROSOL AND OLIVE POLYPHENOLS

Prepared by:

CPL Business Consultants

Milton Park Innovation Centre, Abingdon, OX14 4RY, United Kingdom

Tel: +44 1865 257 252, [info@cplconsult.com](mailto:info@cplconsult.com), [www.cplconsult.com](http://www.cplconsult.com)

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***In this case study, a global food ingredients company engaged CPL Business Consultants to assess the ingredients market for polyphenols from olive fruits (e.g. hydroxytyrosol) as a potential opportunity for its health ingredients platform.***

## **HYDROXYTYROSOL AND OLIVE POLYPHENOLS**

Olive oil polyphenols, e.g. hydroxytyrosol, contribute to the protection of blood lipids from oxidative stress. The objective of this project was to assess potential opportunities in health ingredients based on polyphenol-containing extracts from olives for use in foods, beverages, dietary supplements and cosmetics.

In considering each opportunity CPL attempted to determine the following: –

1. Approximate market size, characteristics (including possible competitive products), trends and likely 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 as a technological antioxidant

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

### **Executive Summary**

- Objective
- Method
- Principal Findings
- Conclusions
- Recommendations

### **General Polyphenols Overview**

- Introduction & Overview
- The Polyphenols Market
- Key Industry Contact

## Olive Fruit Extract

- Introduction & Overview
- Advantages of Olive Fruit Extracts Polyphenols
- Health Benefits and Scientific Substantiation
- Olive Polyphenol *e.g.* Hydroxytyrosol Patents
- Estimated Market Size and Growth Rate
- Key Market Segments
- Barriers to Entry and Key Factors for Success
- Hydroxytyrosol Opportunities
- Key Players and Innovators
- Regulatory Approvals
- Contact Reports
- Production Methods

## Tables

- Carotenoid Sources
- Polyphenol Sources
- Common Dietary Flavonoids
- Foods rich in Flavones, Flavonols, *etc.*
- Main Olive Fruit (Hydroxytyrosol) Products
- Health Benefits of Olive Fruit Extracts
- State of Research on Olive Fruit Extracts
- Health Properties of Hydroxytyrosol
- Hydroxytyrosol Effects by Trial Type
- Patents for Hydroxytyrosol
- The Market for Olive Fruit Extracts Products
- Key Market Segments for Olive Fruit Extracts
- Specifications of Olive Polyphenol Products

## Figures

- Chemical Structures
  - Flavonoids
  - Anthocyanidins (Anthocyanin Aglycones)
  - Flavanones
  - Flavones
  - Isoflavones
  - Hydroxytyrosol
- Purification of Hydroxytyrosol by Genosa

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