

# INDUSTRIAL SUGAR MARKETS BY SECTOR

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STRATEGIES TO GROW YOUR BUSINESS

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***In this case study, a regional European sugar company engaged CPL Business Consultants to provide insights into the UK markets for industrial sugar by sector. CPL provided strategic recommendations on competing effectively against glucose or fructose syrups and the threats they posed.***

This study qualified and quantified changes in the UK industrial sugar market. CPL examined both the total market and a number of market sectors. We then quantified the threats posed by non-sucrose sweeteners and assisted the client in planning responses.

The main purpose was to assess the potential for significant changes in industrial sugar markets in the UK, to consider the risk of these changes, and to project changing sugar sales by market sector.

## **INDUSTRIAL SUGAR MARKETS BY SECTOR**

### **Executive Summary**

- Objective
- Method
- Conclusions
- Recommendations

### **Background & Introduction**

### **Applications and Markets**

- Soft drinks – Carbonates and Dilutables
- Confectionery – Chocolate and Sugar
- Sauces and Canned Products
- Jams and Preserves
- Biscuits and Cakes
- Ice Cream and Frozen Dessert Product

### **Contacts with Industrial Sugar Users**

### **Contacts with Sweetener Suppliers**

*A copy of the Table of Contents can be downloaded [here](#). In addition, please look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. You can also review [eight case studies](#).*