

INGREDIENTS CLUSTERS MARKET OVERVIEW

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STRATEGIES TO GROW YOUR BUSINESS

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CPL Business Consultants was engaged by an international commodities and food ingredients company to conduct a market overview of ingredients clusters in order to support a corporate strategy to create an ingredients division. CPL created a vision of what the product portfolio would look like and then recommended the next steps to take.

OBJECTIVE

The objective of this project is for CPL to assist the client in the development of its plans to create an ingredients business based on its existing products and side streams in order to capture more value. The client wanted to identify which ingredients and ingredient clusters would present the most attractive opportunities, given their current or potential technical capabilities. We reviewed a number of ingredient types, their markets, growth drivers, main players and key success factors.

METHOD

Following a workshop with our client and an ingredients cluster market overview, CPL conducted internal brainstorming sessions and preliminary research to identify areas that warranted further analysis. The subsequent study focused on describing key characteristics of the ingredient clusters markets, such as size and growth rate, technologies currently in use, and an appraisal of the potential for our client in each area.

The report used data from public sources and databases, as well as contacts from the sectors of interest, to make strategic recommendations.

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Ingredient Clusters Market Overview

Market Dynamics

- Markets
- Applications
- Trade Analysis
- Growth Drivers and Trends
- Key Players and Competitors
- Barriers to Entry
- Key Success Factors
- Opportunities for Suppliers

Ingredient Clusters Overviewed

- Starches
- Dextrins
- Glucose Syrups
- Polyols
- Premixes
- Flours, Germs, Gluten and Brans

25 Tables

36 Figures

Click to see [the contents of the study](#), or look above for an outline. In addition, you can at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. You can also review [eight case studies](#).