

INULIN MARKET

STRATEGIES TO GROW YOUR BUSINESS

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In this case study, a sugar company engaged CPL Business Consultants to provide insights into the market for inulin from chicory and assist with formulating a diversification strategy. CPL's market analysis was accompanied by a report on strategic tactics which the client could consider to achieve its goal of becoming a diversified global ingredients company.

The objective of this project was to assist the client with plans to become a more complete ingredients company. As part of this process, CPL reviewed of some of the products and markets in bulking agents, including the focus of this study, inulin. We profiled the main players, their activities, and the size and growth prospects of the market.

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

THE INULIN MARKET

Executive Summary

- Objective
- Method
- Principal Findings and Conclusions
 - Inulin and FOS
 - Players and Products
 - Inulin Market Volumes, Values and Growth
 - Market Sectors and Applications
 - End User Perception
 - FOS Versus Inulin
 - Perceived Disadvantages & Advantages of FOS vs Inulin Business
 - Entering the FOS or the Inulin Business
 - Soluble Fibres & Prebiotics
 - Applications, Technical Functions & Health Benefits of Soluble Fibres/Prebiotics
 - Markets & Trends
 - Manufacturers and Products

Inulin, Oligofructose and FOS Market

- Definitions
- History
- Players/Distributors
- Products
- Market Volume, Value & Trends
- Prices
- Production Costs
- Perspective on the Market from Ex Sales Manager
- Patents
- Applications, Market Sectors and End User Perception
- Recent News

Soluble Fibres Market

- Market Volume, Value and Trends
- Players and Products
- Health Benefits
- Recent News
- Consumer Perception of Functional Food/Ingredients
- UK Supermarket Visit

Contacts

- 24 Producers/Distributors
- 12 Customers

Appendix

- Chicory
- Glossary of Fat Replacers
- Interactive European Network for Industrial Crops and Their Applications
- Consumer Acceptability of Low Fat Foods Containing Inulin and Oligofructose

16 Tables

CPL has worked on [inulin and FOS](#) on a number of occasions. See also an example of a [strategy project](#), a [review of bulking agents](#) and a project on [fructose from chicory](#). You can find further relevant examples using the search feature on this site. Have a look at our [Introduction](#) and [Brochure](#) for a description of our consultancy work.