

BUSINESS CONSULTANTS

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# MICROCRYSTALLINE CELLULOSE

STRATEGIES TO GROW YOUR BUSINESS

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***In this case study, a forestry products company engaged CPL Business Consultants to assist with its plans to commercialise a microcrystalline cellulose (MCC) product. CPL was able to provide the required information to facilitate the project.***

## **MICROCRYSTALLINE CELLULOSE**

The objective of the study was to assist a client in determining its plans in respect of microcrystalline cellulose. The study included information on market size, volume and value by application, market growth rates by application, market share by leading companies and an analysis of success factors, including the influence of raw materials, technology, quality parameters, plant size and the relevance of applications know-how. The commercial and technical position of MCC relative to other cellulosic derivatives was also considered. In addition, the study attempted to determine the availability of technology or of knowledgeable individuals that might help the client progress further.

### **Market Prices and Volumes**

- Prices
- Volumes
- Growth trends

### **The Food Industry**

- Low-fat Food Markets for MCC
- Consumer Requirements for Low-Fat Foods
- The Market for low-fat foods
- Functional properties of MCC
- Market Sectors
- Research on MCC related to food
- Competitors in low-fat foods
- Critical success factors for MCC in the food industry
- Barriers to entry to the food business
- Conclusions for use in food

### **Use of MCC as a Pharmaceutical Excipient**

- Introduction
- Controlled release
- Taste masking
- Other forms of delivery
- Quality control
- Research related to pharmaceuticals
- Technical opportunities
- Pharmaceutical industry view
- Barriers to entry

## Technical Information

- Introduction
- Basic data
- Manufacturing
- Schematic diagram of MCC production

## Manufacturers and Suppliers

- Food
- Pharmaceutical

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