

LIQUID SUGARS AND BLENDS

STRATEGIES TO GROW YOUR BUSINESS

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In this case study, an international sugar company engaged CPL Business Consultants to assess the market potential of liquid sugars and blends and provide go-to-market strategy recommendations.

OBJECTIVE

The objective of this study was to assist the client in determining if there was a potential for business development in liquid sweetener blends including liquid sweeteners in general and liquid sugars. Although a number of specialised liquid sweetener products had been introduced, they sold relatively little. The client wondered whether this was due to lack of effort on the marketing of these products, and whether increased efforts will or can result in improved sales and stronger relationships with customers.

METHOD

This study obtained information on the EU and US markets and trends for liquid sugar and blends from a wide variety of sources. These included interviews with knowledgeable individuals in a number of producing companies and in companies that were actual or potential customers for such products.

Specifically, the study collected data on the liquid sugar and sweetener markets in Europe and the United States. In all cases information was sought on the products made and sold, the producers and customers, indications of market volumes and price premiums for liquid or blended products, and on local trends and drivers.

Discussions with actual or potential customers focused on the use of liquid sugars and blends. The study sought to determine whether there were actual or potential uses for liquids and blends, whether additional value could be created for liquid products and whether liquids had value compared to dry products.

Large quantities of data were obtained and these are presented in full. The data has been analysed to provide an overview of the markets and trends for liquid sugar and for sweetener blends in Europe and the US and also to provide strategic recommendations.

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

LIQUID SUGARS AND BLENDS

Executive Summary

- Objective and Background
- Method
- Principal Findings
- Markets
 - Sugar Companies and Products
 - Customer Views
 - Customer Trends
- Conclusions
 - Markets
 - Sugar Companies and Products
 - Customer Trends
- Recommendations

Liquid Sugar Markets, Drivers and Barriers

- Overview
- Market Drivers – Liquid Sugars and Blends
 - Possible Benefits for Customers
 - Possible Benefits for Sugar Companies
- Barriers to Use – Liquid Sugars and Blends
 - Disincentives for Customers
 - Disincentives for Sugar Companies
- Success Factors
 - Liquid Sugars
 - Blends
- Liquids
 - Volumes and Values
 - Market Drivers
- Customers' Views
 - Market Drivers
 - Barriers
- Suppliers' Views
 - Market Drivers
 - Barriers

Liquid Markets – Success Factors

- Liquids in General
 - Pro-Active Approach
 - Process Advantages
 - Geographical Location
 - Successful Marketing and Customer/Technical Support
 - Customers with Equipment To Use Liquids
 - Sufficient Volumes
 - Identification and Market Focus of Customers
 - Cultural ‘Openness’ To the Idea and A Suitable Business Structure
- Sweetener Blends
 - Marketing Problem Solving
 - In-House Support
 - In-House Ingredient Capability
 - Independent Business Unit
 - Customer Understanding
 - Follow Customer Trends
 - Make Longer Term Investments

Market Trends for Liquid Sugars and Sweetener Blends

Sugar Products

- Products
- Overview of Liquid Sugar Producers & Products

Sugar Companies

- Europe
 - 14 companies
- United States
 - 7 companies
- US Blenders
 - 3 companies
- Other Producers of Liquid Sugar
 - 2 companies

Customers for Sugars and Liquid Sugars

- Overview
- Trends in the Food Industry & Effect on Sugar Use
 - Beverages
 - Bakery
 - Confectionary
 - Dairy/Ice Cream
 - Grocery/Canned Goods
- Customer Contact Overview

Contact Reports – Sugar Companies

- 21 companies

Others Including Blenders

4 companies

Contact Reports from 44 Customers

- 6 Bakery
- 7 Beverages
- 10 Confectionary
- 9 Groceries/Canned Goods
- 11 Ice cream/Dairy
- 1 Other

Appendix 1 – Overview of the Sugar Industry

- World Sugar Market
- European Sugar Market
- Overview of Current Events in the Sugar Industry

Appendix 2 – Specifications

Tables

- Sugar Producers in Europe and Their Liquid Sugar Production
- Key Figures from Company 1
- Key Figures for Company 2
- Products, Brands and Markets of Company 2
- Company 3's Product List
- Key Figures for the Sugar/Sweeteners Segment
- Company 4's Sugar Products
- Sugar Producers in the US and Their Liquid Sugar Production
- Global Beverage Market per capita Consumption by Category
- Top-10 CSD Companies
- Top-10 CSD Brands
- Global Functional Soft Drinks Market by Type
- Beverage Trends
- Top Ten UK Bakeries by Turnover (£)
- UK Retail Sales of Cake and Cereal Bars by Sector
- Market Share of Craft & Industrial Bakeries (% Turnover)
- Ranking of Countries by per capita Sugar Confectionary Consumption (Lb)
- Europe's Top 10 Dairy Processors
- Refrigerated Cultured Dairy Foods – Sales
- Top Ten Ice Cream Brands (Supermarkets Only – US)

- Companies Surveyed and Application Sectors Covered in US and EU
- Types of Sugar (Dry or Liquid) and Blends Used by Companies and Divided by Geographical Region
- Types of Sugar (Dry or Liquid) and Blends Used by Companies and Divided by Application Sector
- White Sugar Production
- Number of Sugar and Refinery Companies
- Sugar Companies and Their Refineries
- Import – Export Statistics

Figures

- European Sugar Companies
- Companies Contacted and View on the Future of Liquid Sugars
- Raw Material, Intermediates and End Product for Product 1
- Structure of the Main Parts of Company 6
- Contacts and Their Impressions of Liquid Sugars
- Breakdown of Sugar Production by Source
- Top 5 Sugar Producing Countries
- Top 5 Sugar Exporting Countries
- Top Five Sugar Consuming Countries
- European Sugar Ratios by Company
- Average Spot Price of White London Sugar Number 5
- World Sugar Consumption and Average Consumption of Last 20 Years
- Current Sugar Companies by Production Quota
- US High Intensity Sweetener Markets

Related projects include [Liquid Sugar and Sweetener Blends](#), [Small Scale Sweetener Blends](#) [Sugar and Ingredient Blends](#).

Have a look at our [Introduction](#) and [Brochure](#) for a description of our consultancy work. You can also review [Eight Case Studies](#).