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MARINE FISH OIL MARKET DEVELOPMENT

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STRATEGIES TO GROW YOUR BUSINESS

TABLE OF CONTENTS

MARINE FISH OIL MARKET DEVELOPMENT	1
MARINE FISH OIL MARKET DEVELOPMENT.....	1
<i>Contacts Overview.....</i>	<i>1</i>
<i>Contact Reports.....</i>	<i>2</i>
<i>News Summary</i>	<i>2</i>

In this case study, a fish oil manufacturer engaged CPL Business Consultants to provide a qualified and independent overview of the marine omega-3 concentrate market, in particular, its development in relation to other natural oils and algal oils.

The client also requested CPL to enquire about trends in nutritional supplements concerning concentrates versus non-modified fish oils, including market growth rates (CAGR) and current sales price levels for various specifications. In order to do this, CPL used its wide networks of contacts to obtain the information required within a compressed timescale.

This report reviewed predicted sales and margins for marine fish oil (omega-3) concentrates over the coming few years, including both low and high-end concentrates and use in infant formula, supplements and functional foods. We analysed trends in nutritional supplements and functional foods in respect of concentrates versus non-modified fish oils, e.g. market growth rate and current sales prices. The focus was on the US and Europe.

This short project was mainly based on stakeholders' views but also used information from trade publications and other sources. CPL gathered and analysed information from omega-3 manufacturers and suppliers and also from manufacturers in the food (infant formula), functional food and dietary supplement sectors. We also contacted consultants and industry veterans knowledgeable about the omega-3 business.

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

MARINE FISH OIL MARKET DEVELOPMENT

- Objective
- Method
- Principal Findings
 - Sources of Marine Omega-3
 - Fish Oil Markets & Trends
 - PUFA Market Sectors
 - Infant Formula
 - Dietary Supplements
 - Functional Foods
 - Pharmaceuticals
 - End User Views
- Summary Table
- Conclusions

Contacts Overview

- Findings from 44 interviews with industry contacts

Contact Reports

- Detailed transcripts and contact details
- - 23 Ingredient Manufacturers For Food/Dietary Supplements
 - 6 Food And Beverage Manufacturers
 - 1 Other
 - 2 Previous Reports
 - 10 Additional Key Company Contacts For Reference
 - 2 Company Profiles

News Summary

- Information from the trade press

CPL has worked on numerous projects concerning PUFAs and fish-oils, including a [major project for a company which launched a new business](#). Please contact CPL for more details of our experience.

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