

# MICROBIAL CELL WALL (1,3) (1,6) B-D-GLUCAN

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*In this case study, an international ingredients company engaged CPL Business Consultants to look at potential markets for 1,3 1,6 beta-glucan. CPL was able to provide a comprehensive and detailed report on the dynamics of the 1.3 1.6 beta-glucan market and provide clear strategic recommendations to the Client.*

## **METHOD**

The main contents of the study were based on in-house databases and an extensive network of contacts in addition to any publicly available information. Additional information was sought from other key resources in dietary supplements and yeast companies. CPL used its extensive network of contacts to find information that would be difficult or impossible for clients to obtain independently.

Click to see [the contents of the study](#), or look below for an outline.

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### **Objective**

### **Method**

### **Principal Findings**

- Beta-Glucan Market
  - Size and Growth
  - Segmentation
- Players & Competition
- Prices for Beta-Glucan Ingredients
- Scientific Substantiation
- Patents relating to Beta-Glucan
- Key Success Factors
- Barriers to Entry

### **Conclusions**

### **Recommendations**

### **Price Elasticity Analyses for Yeast Beta Glucan in Food**

- 4 UK Price Elasticity Spreadsheet's
- 4 US Price Elasticity Spreadsheet's

### **Introduction to Beta-Glucan**

- History of Yeast Beta-Glucan
- Mechanism of Action
- Differences between Beta Glucan from Yeast and Medicinal Mushrooms

## **Markets for Beta-Glucan**

- Immune Market
  - US, Europe, Asia
- Yeast Beta Glucan (BG)
  - US, Europe, Asia
- Medicinal Mushroom Ingredients Market
  - Mushroom Dietary Supplements Production Methods
  - US, Europe, Asia
- Market Segmentation (By Application)

## **Players**

- Yeast BG Market
  - US, Europe, Asia
- Medicinal Mushroom Ingredients Market
  - US, Europe, Asia
- 13 Players

## **Beta-Glucan Prices and Purity**

## **17 Contact Reports**

- Overview
  - Markets and Trends
  - Regulations
  - Applications
  - Competition
  - Science and Technology
  - Price
  - Patent Infringement

## **News**

- 26 News Articles

## **Scientific Literature**

- 8 Relevant Papers

## **Patents Relating to 1,3 1,6 Beta-Glucan**

## **11 Tables**

## **4 Figures**

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