

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

STRATEGIES TO GROW YOUR BUSINESS

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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](#).