

MICROCRYSTALLINE CELLULOSE MARKET AND MANUFACTURING COSTS

STRATEGIES TO GROW YOUR BUSINESS

Prepared by:

CPL Business Consultants

Milton Park Innovation Centre, Abingdon, OX14 4RY, United Kingdom
Tel: +44 1865 257 252, info@cplconsult.com, www.cplconsult.com

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In this case study, CPL Business Consultants was engaged by an international company to assess the manufacturing costs, current pricing and market demand for microcrystalline cellulose. CPL made strategic recommendations on a market entry strategy.

OBJECTIVE

The objective of this market study was to assist our client in understanding the value added in the manufacture of microcrystalline cellulose (MCC).

The client was interested in adding value to its current operations by entering the market for MCC and wished to gain a fuller understanding of the pricing and manufacturing costs involved. The purpose of this study was to assist the client by providing information on the manufacturing costs, current pricing and market demand for MCC.

METHOD

The main contents of the study were based on sources available to CPL in addition to publicly available information. These included annual reports, SEC filings, investor presentations, patents, information from the trade press and some inside information from industry contacts.

CPL contacted over 35 experts in the field as part of this work, although some would not comment on the costs involved in manufacturing microcrystalline cellulose (MCC). Transcripts of conversations with 23 contacts are included in the report. The contacts were made in the EU and in North America.

Where possible the companies were contacted in order to obtain information on their organisations and their product ranges.

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

MICROCRYSTALLINE CELLULOSE MARKET AND MANUFACTURING COSTS

Objective and Background

Principal Findings

- MCC Manufacturing
- Current Pricing
- Market Dynamics
- Historic Market Data

Conclusions and Recommendations

Cost Estimation for Microcrystalline Cellulose (MCC) Production

- Analysis of Company A's costs
- Selected Financial Information
 - Financial information for 3 companies

Contacts Overview

- Contacts
 - MCC Market Value and Volume
 - Microcrystalline Cellulose Market Growth (CAGR)
 - Profitability
 - Pricing
 - Key Success Factors
 - Barriers to Entry
 - Companies
 - Production Methods
 - Microcrystalline Cellulose Production Costs
- Contacts From 2004

Contact Reports

- Cellulose and Cellulose Derivatives Manufacturers
 - Contacts from 6 companies
- MCC Distributors
 - Contacts from 4 companies
- Others
 - Contacts from 5 companies

Recent News

- News Articles
 - 7 articles
- Headlines
 - 6 headlines

Recent Patents

- Overview
- Patent Abstracts

28 Tables

3 Figures

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