

# MICROCRYSTALLINE CELLULOSE

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*In this case study CPL Business Consultants supported a client which was interested in entering the market for microcrystalline cellulose as part of its business growth strategy.*

## **OBJECTIVE**

The objective of this study was to assist our client in understanding the market for microcrystalline cellulose (MCC) and to provide clear recommendations on how it should proceed.

## **METHOD**

The main contents of the study were based on sources including in-house databases and an extensive network of contacts in addition to publicly available information (e.g. data from government agencies, patents, scientific journals, trade press, internet etc.). Additional information was sought from other key resources within the industries concerned in sufficient depth to provide accurate analysis and guidance. CPL used its extensive network of contacts, (including the CPL Executive Search network), to elicit information that would be difficult or impossible for clients to obtain independently. Interviews were conducted with those knowledgeable in the industry, both face-to-face and telephone conversations. Contacts were also made at trade-shows.

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

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### **Principal Findings**

- MCC Product Formats
- Markets
- MCC Prices
- Distribution Channels
- Applications
- Production Technologies
- Competitive Landscape
- Key Success Factors
- Barriers to Entry
- Contacts

### **Conclusions and Recommendations**

### **Microcrystalline Cellulose Markets**

- Market Volumes
- Market Value and Application Breakdown
  - Market Evolution
  - Market for Cellulose Derivatives
  - Prices
- Distribution Channels
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## **Route to Market Scenarios**

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- Production of Colloidal MCC

## **Microcrystalline Cellulose Products and Applications**

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  - MCC Products Used In Foods
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  - Introduction
  - Market for MCC in Animal Feed
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## Microcrystalline Cellulose Production Technologies

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- Pulp Production
  - Mechanical Pulp
  - Chemical Pulp
  - Bleaching
  - The Finished Pulp
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## Competitive Landscape for MCC

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- Contact Reports – 22 MCC And Pulp Manufacturers
- Contact Reports – 17 Distributors
- Contact Reports – 6 End-Users/Technical Experts
- Contact Reports – 4 Industry Experts

## 50 Tables

## 56 Figures

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

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