

# MONOSODIUM GLUTAMATE MARKET DYNAMICS

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## TABLE OF CONTENTS

<b>MONOSODIUM GLUTAMATE MARKET DYNAMICS.....</b>	<b>1</b>
MONOSODIUM GLUTAMATE MARKET DYNAMICS .....	1
<i>Market Dynamics</i> .....	<i>1</i>
<i>Production of Monosodium Glutamate from Starch</i> .....	<i>1</i>

*In this case study a global trader in soft commodities engaged CPL Business Consultants to provide information about the market dynamics of monosodium glutamate and assist it in developing its strategy for business growth. CPL obtained detailed information on the markets for monosodium glutamate and provided recommendations for a market entry strategy.*

The study drew on a wide variety of public and private sources for data and opinion. As expected, technical and commercial information concerning some of the products was more plentiful and easily available than for others. Margins and profitability measures were obtained and discussions of these were included. Barriers to entry and key success factors were also considered and are discussed. Additionally, CPL provided technical information outlining the production of monosodium glutamate from starch. The focus of the study was on the US, with reference to Europe and Asia. However, the market is a world-wide one, with activities in all three regions strongly influencing prices and producers in the others.

## **MONOSODIUM GLUTAMATE MARKET DYNAMICS**

### **Market Dynamics**

- Markets
- Price
- Uses
- Companies
- Contact reports

### **Production of Monosodium Glutamate from Starch**

- Introduction
- Metabolic, biochemical and chemical considerations
- Raw material production
- Raw material processing to fermentation/chemical substrates
- Conversion of raw materials to crude products
- Product separation and purification
- End products and technical aspects of use

*[CPL Business Consultants](#) has also worked on [yeast extracts](#) which also have taste modification properties. CPL has also completed a more recent study on fertilisers and composting in the organic markets of North America. Have a look at our [PowerPoint Introduction](#) and [brochure](#) describing deliverables, differentiators and case studies. You can also review [eight case studies](#).*