

BUSINESS CONSULTANTS

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NOVEL SWEETENER MARKET ASSESSMENT

STRATEGIES TO GROW YOUR BUSINESS

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In this case study, an ingredients company engaged CPL Business Consultants to provide fact-based analysis and go-to-market recommendations for a novel and natural high-intensity sweetener. CPL provided insights and information which supported the client's strategic decision-making process.

The study's objective was to assist the client in determining the value of a novel natural high-intensity sweetener and the juice extracted from a fruit. A set of data was developed, enabling the potential value of the project to be determined. Market sectors were identified for the products, and the market value was estimated at various prices allowing the client to set production cost targets. The study reviews the history and fate of several other high-intensity sweeteners. The study also considered the likely legal position of the novel sweetener and juice.

NOVEL SWEETENER MARKET ASSESSMENT

Principal Findings, Conclusions and Recommendations

- Ingredient Pricing
- Markets and CAGR
- Marketing Strategy
- Technical Support Requirements
- Registration

Novel Sweetener Markets

- Current use of Juice
- Juices, Concentrates and Purees
- Contacts with Retailers – Juice as an Ingredient
- Fruit Compounds (used in Yoghurt & Ice cream)
- Sauces and Dressings
- Canned Fruit
- Bakery
- Jams
- Soft Drinks
- Baby Foods
- Pharmaceutical Products
- Pet Foods

Legal Approval

- Approval for the Sweetener Ingredient
- Approval for use in Medicines

Sensory Evaluation Programme

- How to Evaluate the Performance of the Novel Sweetener

Histories of Other Sweeteners

- Dulcin
- Neohesperidin dihydrochalcone (NHDC)
- Stevia
- Sucratose
- Thaumatin

Sweetener Production and Process Options

- Production Options
- Sensitivities
- Interest Rates and Payback Times
- Key Factors for Success

CPL has worked on sugar and sweeteners on many occasions an example of [another project can be found here.](#)

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