

OMEGA-7 MARKET OPPORTUNITIES

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STRATEGIES TO GROW YOUR BUSINESS



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In this case study, CPL was engaged by a venture capital-backed start-up to look provide insights into the potential market for a new source of omega-7 fatty acids. The company wanted to valorise this as an additional revenue stream to its main production. CPL was able to offer information and advice to support a go-to-market strategy.

OBJECTIVE

The objective of this study was to quantify the market potential for omega-7 as an ingredient and in finished products, supplements, cosmetics or other sectors (*e.g. food, pharmaceuticals etc.*).

Omega-7 oils are found naturally in products such as macadamia nut, sea buckthorn oil, wild salmon and milk fat. They had been marketed with a number of health claims. The scope of the study was current, and potential sources of omega-7 sold as ingredients and as finished products.

METHOD

The main contents of the study on omega-7 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.

The report consists of two parts, the summary report and the reference report, to provide the essence of CPL's findings on omega-7 along with our recommendations, followed by detailed omega-7 data sources and analysis.

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

OMEGA-7 MARKET OPPORTUNITIES

Introduction to Omega-7 Fatty Acids

- Omega-7 Fatty Acids
- Palmitoleic Omega-7
- History
- Sources
- Health Benefits
- Algae
- Algae Cultivation
- Algal Oil Market
- Sea Buckthorn

Omega-7 Market and Forecast

- Omega-3 Markets
 - Consumer Market
 - Ingredients Market
 - Market breakdown by geography
 - Algal and marine oils
- Omega-7 Markets
 - Sea Buckthorn
 - Macadamia
- 4 End-user Markets
 - Supplements Market
 - Omega-7 Market Potential
 - Market breakdown by geography
 - Ease of Entering Market

Cost-Elasticity Analyses of Omega-7 as an Ingredient in Supplements

- Introduction and Methodology
- Supplements – End-user Markets 1 and 2
 - UK
 - US
 - Japan
- Supplements – End-user Market 3
 - US

Omega-7 Players and Products

- Ingredients Suppliers
- Supplement Products From Sea Buckthorn
- Supplement Products From Macadamia Nut Oils
- Supplement Products From Other Sources
- Pharmaceutical Products
- Cosmetic Products From Sea Buckthorn
- Cosmetic Products From Macadamia
- Cosmetic Products From Other Omega-7 Sources

Contacts

- Summary
- Contact Reports
- Trials Contacts

Omega-7 Clinical Trials and Regulation

- Summary
- Regulations
- EU Regulations
 - Summary
 - Food Supplements
 - Novel Foods Regulation
 - Health Claims
- US Regulations
 - Summary
 - Food Supplements
 - Health Claims
- Canadian Regulations

Omega-7 Patents

- Omega-7 Patents
- Palmitoleic Acid Patents
- 9-Hexadecenoic Acid Patents
- 6-Hexadecenoic Acid Patents
- Earlier Patents of Note

Scientific Literature Relating to Omega-7 Fatty Acids

- Introduction
- Scientific Findings by Sector
- Patents

Scientific Study Abstracts

- 94 Abstracts

News

- Summary
 - Introduction
 - Supplies
 - Scientific News
 - Regulatory News
 - Players and Products
 - Market
 - 45 News Articles

77 Tables

36 Figures

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