

OPPORTUNITIES FOR OMEGA-3 PRODUCTS

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STRATEGIES TO GROW YOUR BUSINESS



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In this case study, CPL Business Consultants was engaged by a regional fishing and food processing company to outline opportunities and assist it in strategic planning for the launch of a new omega-3 fatty acid products business. In a comprehensive report, CPL outlined the product requirements, consumer needs, positioning, pricing, technologies and competitive landscape.

CPL recommended a market entry strategy including how to position and market the product, the technologies to use, and even the capacity and location of the new plant. Following CPL's recommendations, the client entered the market and has a new business with revenues in excess of \$10 million per year.

OBJECTIVE AND BACKGROUND

The objective of this study was to assist in planning the development of improved, novel and patented products based on fish oil.

Products containing omega fatty acids had been seen favourably by consumers for many years and, more recently, had received a considerable amount of very positive press coverage. A number of these ingredients were derived from fish oils and had limitations in terms of their use in food due to fishy odour.

METHOD

In this study, we obtained very large volumes of data from public and private sources. A number of published studies were accessed, as were a number of private-client studies. We obtained cooperation from seven companies in this sector that were former CPL clients.

Information was sought on the market dynamics and opportunities for omega-3 products, particularly focusing on the sectors of nutritional and functional food ingredients and dietary supplements.

Approximately 97 companies were contacted, and contact reports were obtained from ~75 of these. In all, CPL spoke to >100 people, who were asked about all the attributes of their fish oil products, including purity, taste and physiological side effects, and the importance of certifications, including GMP, kosher and halal.

Wherever it was possible, we asked for numbers about volumes and values, prices and specifications, production and factories. We analysed all the data obtained and presented both the data and the analysis.

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

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Objective and Background

Method

Client's Questions

- Developing a market entry strategy
- Product pricing and the marketing approach
- Key Success Factors
- Barriers to Entry
- Potential partners
- Plant capacity

Principal Findings and Conclusions

- Omega-3 Opportunities and Markets
- Competition
- Dietary Supplements
 - Introduction
 - Omega-3 supplements
- Functional foods
- Pharmaceuticals
 - Introduction
 - Raw materials
 - Omega-3 pharmaceuticals
 - Future prospects
- Alternative products
- Regulatory

Recommendations

- Opportunities and Go-to-market Strategy for Omega-3 Products

Omega-3 Markets

- Market estimates
- Omega-3 Market growth (CAGR)
- Market data sources
- Market drivers
 - Market drivers and restraints
- Values
- Volumes
- Prices
 - Prices obtained from contacts
 - Prices by product type

Overview of Contacts' Opinions

- Markets
 - Omega-3 Market CAGR
 - Market Drivers and Constraints
 - Market Trends for Omega-3
 - New Product Formats
- Players and Products
 - Omega-3 Companies
 - Distributors
 - End Users
 - Supplements
 - Pharmaceuticals
 - Regulations
- Barriers to Entry
- Key Factors for Success
 - General
 - Key Factors for Success in food
- Strategy
 - Partnerships
 - Marketing
 - Capacity
- Omega-3 Product Claims

Competition

- Complete manufacturers' omega-3 product listing
- Company summaries
- Major global fish oil refiners
 - 29 companies
- Manufacturers' Omega-3 B2B marketing claims
 - Claims about product qualities and processing skills
 - Claims about accreditation, certification, health and safety
- Production Facilities

Dietary Supplements

- Dietary Supplements – Overview
 - Product Categories
 - Product and Brand Differentiation
 - Market Drivers
 - Success Factors
 - Barriers to Entry
- Overview of the Global Dietary Supplements Market
 - Opportunities for Omega-3 Products in Dietary Supplements
 - Benefits of Omega-3 Supplements
 - Origin of Fish Oils
 - The supplements supply chain
- US – Omega-3 Supplements
 - 12 products
- Europe and ROW – Omega-3 Supplements
 - 12 products
- Current product claims & client's products
 - Omega-3 product claims comparison

Functional Foods

- Functional Foods – Overview
 - Consumer need for omega-3 food products
 - Opportunities for Omega-3 Products in functional foods
 - Benefits of omega-3 functional foods
 - Success factors
 - Market presence
- Functional Food Product Launches
- Examples of Functional Food Retail Products
 - 32 products

Pharmaceuticals

- Pharmaceutical Industry Overview
 - Opportunities for Omega-3 Products in Pharmaceuticals
- Omega Fatty Acids
 - Market
 - Players & Products
 - Omega-3 IP & Clinical Trials
- Companies with an interest in O3s as drugs
 - 4 companies
- Companies considering generic versions of omega-3 drugs
 - 3 companies
- O3s as prenatal drugs
 - 1 company
- Non-prescription, high end dietary omega-3 supplements
 - 4 companies
- Omega-3 Pharmaceutical Patents

- Clinical Trials for EPA and DHA
- News, Scientific Papers and Presentations
 - 19 articles

Overview of the Global Pharmaceutical Industry

- Market for Omega-3 Pharmaceuticals
- Market Trends
- The Drug Development Process
 - Cost of developing a new medicine
 - Drug development and the conduct of medical research
 - Clinical trials
 - Success rates in Drug Development
 - The promotion of drugs
 - Market Penetration for New Drugs
- Intellectual Property Protection
 - Procedures for Drug Approval
- Players
 - 13 companies
- The Pharmaceutical Industry by Region
 - The US Pharmaceutical Industry
 - The European Pharmaceutical Industry
 - US vs. Europe – Competitive Comparison
 - The Pharmaceutical Industry in the ROW

Alternative Competing Products

- Algae Omega-3 Product Manufacturers
 - 3 companies
- Two enhanced flax oil producers
 - 2 companies
- Krill Oil Phospholipids
 - Key trends and developments
 - Competitive Factors
 - 4 companies

Regulatory – Nutrition Claims, Hygiene

- Summary
- UK Regulations
 - Food Standards Agency
 - Novel foods
 - Nutrition and health claims
 - Nutrition claims
 - Health claims
 - Labelling
 - Food law enforcement
- Regulations (EC) no 1924/2006 on Nutrition and Health Claims Made on Foods

- Article 13 Nutrition and Health Claims
- Article 13 Overview of Deadlines
- Criteria for Screening of Article 13 Health Claims
- Article 14 Disease risk claims
- Health claims deadline will not be met
- Review of Article 14 Claims
 - Calming, serenity, vision, concentration and mental development
- Article 14 Infant Health Claims
 - EFSA on omega-3 claims: yes to eye health, no to brain
 - EFSA opinion on DHA and ARA and visual development
 - EFSA opinion on Enfamil® Premium and brain development
- 2005 Opinion on Nutrition Claims for Omega-3 Fatty Acids
 - Summary
 - Omega-3 fatty acids claims
 - Monounsaturated fat claim
 - Polyunsaturated fat claim
 - Unsaturated fat claim
- Hygiene Regulations 2004 Annex III – Fishery Products
 - Chapter I: Official Controls of Production and Placing on the Market
 - Chapter II: Official Controls of Fishery Products
 - Chapter III: Decisions after Controls
 - Postponement of hygiene regulations
- EU Working Group on Fisheries And Aquaculture
- US Dietary Supplement Regulations
- ONC Regulatory Approvals
 - United States
 - Fish Oils and Capsules in Canada
 - European Union, Asia, Australia, South America

Contact Reports

- Primary Producers (Crude Fish Oil Extractors)
 - 1 company
- Secondary Processors (Refined Fish Oil Omega-3 Producers)
 - 24 companies
- Tertiary Omega-3 Processors (Encapsulators and Microencapsulators)
 - 9 companies
- Distributors / Resellers of Omega-3
 - 8 companies
- Omega-3 Traders
 - 2 companies
- Food Company End Users
 - 14 companies
- Supplement Company (Brand Holder) End Users
 - 2 companies
- Pharmaceutical Company End Users
 - 2 companies
- Food Product Development Services
 - 4 companies
- Equipment Manufacturers

- 1 company
- Others
 - 11 companies

Additional Contacts for Reference

- Manufacturers
 - 11 companies
- End Users
 - 7 companies

News

- Overview of Omega-3 News
 - Health Benefits of Omega-3 Products
 - Markets and Products
 - Competition
 - Labelling, Safety and Regulations
- Recent News Articles
 - 80 articles

69 Tables, 19 Figures

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