

OPPORTUNITIES IN NATURAL COLOURS

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STRATEGIES TO GROW YOUR BUSINESS

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In this case study, an international speciality food ingredients company engaged CPL Business Consultants to assist with its planning process and strategy by assessing potential opportunities in the natural colours business.

The client had an interest in entering the market by acquisition and asked CPL to investigate the companies manufacturing and selling these products with a specific appraisal of one leading company.

CPL analysed the markets by application, the regulatory environment and the critical product features required. We provided information on the required colour range in a product portfolio and the ingredients used to achieve this. We also included information on manufacturing natural colours and the required processing capabilities. Additionally, CPL profiled eighteen companies in the natural colours business, including a potential acquisition target. Finally, based on this information, CPL recommended a market entry and growth strategy.

The project report included the topics outlined below.

OPPORTUNITIES IN NATURAL COLOURS

Market size and sectors

Regulations

Product Aspects

- Critical product features
- Technical limitations
- The colour range
- Beta-carotene

Raw Material Supply and Processing

Producers and Suppliers

Opportunities and Threats

Analysis of a Leading Natural Colours Company

Have a look at our [Introduction](#) and also our [Brochure](#) for a description of our consultancy work. You can also review [eight case studies](#). See also [another similar case study](#).