

PECTIN MARKET BRIEFING

Prepared by:

CPL Business Consultants

Milton Park Innovation Centre, Abingdon, OX14 4RY, United Kingdom
Tel: +44 1865 257 252, info@cplconsult.com, www.cplconsult.com

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In this case study, CPL Business Consultants was engaged by a regional ingredients company to provide a brief synopsis of the pectin market, with recommendations on potential acquisition targets. The client subsequently entered this market.

OBJECTIVE

The objective of this study was to provide information to the client on the market for pectin and companies operating within the market.

PECTIN MARKET BRIEFING

Participants generally described the pectin business as extremely competitive. This may have been because jams and preserves, which are relatively low-value and highly price-sensitive commodities, used a substantial portion of pectin. However, other sectors of the pectin business either were or had the potential to be speciality businesses, as it was possible to tailor products to specific functions by using products from different sources or by using different treatments. The content of this short briefing document included:

- Background Information
- Selected Pectin Companies' Performance
- Hydrocolloids Manufactured, Processed or Traded by Hydrocolloid Companies
- Polymer prices
- Contact reports
- Acquisition Recommendations

The report included volumes and prices of various hydrocolloids. Recommendations were made to the client on the commercial potential of possible acquisitions within the sector.

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