

PHLORIDZIN AND APPLE POLYPHENOLS

STRATEGIES TO GROW YOUR BUSINESS

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In this case study, a global ingredients company engaged CPL Business Consultants to assess the markets for phloridzin and other apple polyphenols. CPL overviewed the market, looked at potential opportunities and pricing strategy, and made strategic recommendations on market entry.

Apple polyphenols (e.g. phloridzin) show diverse biological activities and may contribute to beneficial health effects, including protecting against inflammation, high blood sugar and cardiovascular disease. The objective of this project was to assess potential opportunities in health ingredients for use in foods, beverages, dietary supplements and cosmetics.

In considering each opportunity, we attempted to determine the following: –

1. Approximate market size, characteristics (including possible competitive products), trends and likely future potential
2. Key players with an IP/technology position
3. Main success factors and barriers to entry of successful key players
4. Potential partner and acquisition targets (either key players with IP/technology or good science-based ‘other’ players with good products)
5. Key market segments in terms of applications or health conditions targeted
6. Associated health benefits
7. Scientific substantiation
8. Possible use of the polyphenol (or the extract) as a technological antioxidant

Click here for a PDF of [the contents of the study](#) or look below for an outline.

PHLORIDZIN AND APPLE POLYPHENOLS

Executive Summary

- Objective
- Method
- Principal Findings & Conclusions
 - General
 - Apple Extracts
 - Markets
 - Players
 - Scientific Research and Health Benefits
 - Patents
 - Product Advantages
 - Barriers to Entry and Key Factors for Success

General Overview on Apple Polyphenols

- Introduction & Overview
- The Polyphenol Market
- Key anonymous Industry Contact

Apple Extract

- Introduction & Overview
 - Background
 - Production
 - Suppliers
 - Advantages
- Reported Health Benefits and Scientific Substantiation
 - Recent research

Market Data

- Estimated Market Size and Growth Rate (CAGR)
- Key Market Segments
- Barriers to Entry and Key Success Factors
- Regulatory Issues
- Opportunities
- Profiles of Key Players and Innovators
- Patents
- Contact Reports
- Publications
- News Items

Additional Information

- Ongoing Clinical Trials
- Investment Opportunity in China

Tables

- Carotenoid Sources
- Polyphenol Sources
- Common Dietary Flavonoids
- Foods rich in Flavones, Flavonols, *etc.*
- Average Concentrations of The Major Phenolic Compounds In Apples
- Research on the Active Ingredients in Apples
- Phenolic Contents in Different Extracts from Apple Skin
- Effect of Apple Skin Extracts Against Bacterial Pathogens
- The Market for Apple Extract Products
- Key Market Segments for Apple Polyphenol Extracts
- Market Acceptability of Apple Polyphenol
- Typical analysis of a product (standard grade and special grade)
- Carcinogens that a product has been shown to act against
- Product Details for an Apple Peel Extract
- CoA for an Apple Peel Extract
- Product Details for an Apple Peel Polyphenol Extract
- CoA for an Apple Peel Polyphenol Extract
- Company A Apple Polyphenol Products
- Total Polyphenols in a Product

- Characteristics of a Product
- Total polyphenols in a Product
- Characteristics of a Product
- Total polyphenols in a Product
- Characteristics of a Product
- Total Polyphenols in a Product
- Characteristics of a Product
- Company B Apple Polyphenol Products
- Company C Phloridzin Specifications
- Pricing Information for Apple Polyphenol Products
- Company D Phloridzin Specifications

Figures

- Basic Chemical Structure of a Flavonoid.
- Anthocyanidins (Anthocyanin Aglycones) Chemical Structure
- Flavanones Chemical Structure
- Flavones Chemical Structure
- Isoflavones Chemical Structure
- Ethanol based extraction method for apple polyphenols
- Process for recovering pectin and polyphenols from apple pomace
- HPLC of Product A
- Pasteurisation Stability of Product A
- Photostability of Product A

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