

PINOLENIC ACID SATIETY INGREDIENT

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STRATEGIES TO GROW YOUR BUSINESS

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In this case study, a global chemicals company engaged CPL Business Consultants to determine the potential market opportunities for pinolenic acid as a satiety ingredient and recommend a go-to-market strategy.

There was a particular focus on the regulatory, quality, price and purity requirements in appropriate sectors. In addition, CPL identified opportunities in the area of pinolenic acid and provided a selection of potential partners in the most appropriate market sectors or sub-sectors.

The report was a ‘snapshot’ of the main characteristics of the industries and markets into which pinolenic acid was, or could potentially, be sold. It identified potential regulatory hurdles and advised on the likely issues surrounding quality, price and purity requirements as relates to the market sectors identified. The main geographic focus was the EU and the US, and the main application focus was in the food, functional food ingredient and dietary supplement area.

The report advised on the likely size and scope of the opportunity and indicated what the regulatory requirements were likely to be.

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

SATIETY AND PINOLENIC ACID

- Objective
- Method
- Principal Findings
 - Background
 - The Weight Management Market
 - The Market For Appetite Suppressants
 - Players, Products and Prices of Pinolenic Acid
 - Players, Products and Prices of Competing Appetite Suppressants
 - Regulatory
 - Intellectual Property
 - Potential Partners
- Conclusions
 - The Opportunity
 - The Competition
 - Product Specification
 - Regulatory
 - Intellectual Property
 - Potential Partners
- Recommendations

Pinolenic acid Background

- The Product
- Obesity
- Weight Management

Markets

- The Weight Loss and Management Market
- The Market for Appetite Suppressants
- The Pine Nut Market

Players, Products, Prices and Users of Pinolenic Acid

- Manufacturers
- Fine Chemical companies
- End-Users in the Dietary Supplement sector
- End-Users in the Food Ingredient sector

Players, Products, Prices and Users of Competing Appetite Suppressants

- Manufacturers
- End-Users and Distributors
- Others

Potential Partners**Intellectual Property****Pinolenic Acid Regulations**

- Food Regulation Overview
 - GRAS in the US
 - Novel Foods in the EU
- Dietary Supplement Regulation Overview
 - US
 - EU
- Specific Regulations
 - Hoodia
 - CLA (Clarinol and Tonalin)

Pinolenic Acid Patents

- Uses in Health & Nutrition Applications
 - Company A Patents
 - Company B Patents
 - Other
- Satiety and Weight Management
 - Company C Patents
 - Company D Patents
 - Company E Patents
 - Other

Scientific Research

Case Studies

- Fabules/Olibra
 - Overview
 - Background
 - Scientific Research
 - Regulatory
 - Patents
 - Marketing
- Hoodia
 - Background
 - Scientific research
 - Regulatory
 - Marketing
 - Patents

Contact reports

- Manufacturers
- Fine chemical companies
- End-Users
- Companies with Competing Products
- >50Potential Partners
- Others

44 items of News

Tables

- CAS number, Molecular Formula and Formula Weight
- Potential partners for developing Pinolenic acid as a Satiety agent
- Comparison of AC's and Lipid Nutrition's pinolenic acid products
- Global Total Weight Management Market by Region (\$b)
- Slimming product market by Country (\$b)
- The US Weight Management Market by category (\$b)
- An overview of food and supplement ingredients affecting satiety
- Novel Food and Novel Food Ingredient Act in the EU
- Novel Food and Novel Food Ingredient Act Amendments in the EU
- FDA Notification documents regarding FFA
- USPTO and EPO Patents relating to Pinolenic Acid

Figures

- Chemical structure for pinolenic acid
- Obesity as per cent of total population in the US
- Global average spending on diet foods by region
- US Weight Management Market by Category

See also an example project on [weight management and obesity](#). Have a look at our [PowerPoint Introduction](#) and [Brochure](#) describing deliverables, differentiators and case studies. You can also review [eight case studies](#) can also be reviewed.