

PLANT STEROLS (PHYTOSTEROLS) MARKET

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STRATEGIES TO GROW YOUR BUSINESS

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In this case study, a major player in plant sterols engaged CPL Business Consultants to provide market insights and information for plant sterols (phytosterols) and stanols to assist with its strategic planning process. CPL provided the necessary insights on the current market dynamics and offer recommendations for its growth strategy.

The objective of this project was to assist in planning strategic direction for a company involved in plant sterols. It needed to obtain additional information and analysis concerning the markets and market dynamics for its present and potential future products in order to determine its optimum strategy.

In this study, >80 companies were contacted, and contact reports were written for the majority of these. For several of these companies, multiple contacts were made, with two or more different individuals being interviewed or occasionally two or more conversations being reported; in all, we spoke to ~100 people. The companies contacted included ~30 food companies and 30 ingredient companies. More than 27 retail supermarkets were visited and surveyed in Australia, Denmark, Finland, Italy, Netherlands, Singapore, Shanghai, Sweden, the UK and the US.

Additional market information was provided in a [supplementary report](#). Click to see [the contents of the study](#) or look below for an outline.

PLANT STEROLS (PHYTOSTEROLS) MARKET

Executive Summary

- Objective
- Method
- Answers to Specific Questions
- Principal Findings & General Conclusions
 - Contacts' Views
 - Market and Products
 - Forms of Sterols
 - Scientific Validity, Safety & Sterol vs Stanol
 - Regulatory
 - GM
 - Drugs versus Food
 - Regulatory Affairs
 - Products on the Market
 - UK
 - US
 - Other countries
 - Pricing
 - Competition
 - Drugs
 - Food ingredients
 - Lessons from the Case Studies
 - Aspartame
 - Xylitol
- Conclusions and Recommendations
 - Projected Growth in Sales of Sterols
 - What Might Make the Sterol Market Continue to Plateau or Decline?
 - Patents
 - Regulations
 - Competition
 - Marketing
 - Product form and technical limitations
 - Price
 - Product failure or doubts
 - What Factors Might Make the Sterol Market Increase?
 - Product Validity
 - Patents
 - Regulations
 - Competition
 - Marketing
 - Improved Product Form Overcoming Technical Limitations
 - Price
 - Summary
 - What to do?

Overview of Contacts

- Market for Cholesterol-Lowering Food & Beverage Products
 - Ingredient Suppliers
 - Food & Beverage Producers
 - Supermarkets
 - Others
- Forms of Sterol/Stanol Used & Opportunities for Dispersible Sterols
 - Ingredient Supplier
 - Food & Beverage Producers
- Sterol Safety
 - Ingredient Companies
 - Food & Beverage Producers
 - Supermarkets
- Sterols Versus Stanols
 - Ingredient Suppliers
 - Food & Beverage Producers
 - Supermarkets
- Regulatory Issues
 - Ingredient Supplier
 - Food & Beverage Producers
 - Supermarkets
 - Other
- GM Issues
 - Ingredient Supplier
 - Food & Beverage Producers
- Drugs Versus Food
 - Ingredient Companies

Contact Reports

- Dietary Supplement Companies
- Food Companies
- Supermarkets
- Ingredient Companies
- Other

Historical Review of Phytosterols

- Health Effects
- Research on Animals
- Research on Humans
- Additional Benefits
- Daily Intake
- Cholesterol in Humans

Regulations Relevant to Plant Sterols

- Phytosterols Regulatory Status
 - Novel Food Application for Phytosterols and its Products
 - Novel Food Notification for Phytosterols (a Simplified Procedure)
- Health & Nutrition Claims in the EU, an Overview
- Food Regulation Overview
 - GRAS in the US
 - Novel Foods in the EU
- Dietary Supplement Regulation Overview
 - US
 - EU

Plant Sterols Products on the Market

- Introduction & the Supershot
- United States
 - 2008 – Summary of Supermarket Survey
- Europe
 - United Kingdom
 - Denmark
 - Finland
 - Italy
 - Netherlands
 - Sweden
- Other
 - Australia
 - Singapore

Pricing of Plant Sterol Esters as a Health Ingredient

- Methodology
- Results
 - UK Supermarket Data
 - US Supermarket Data

Cholesterol-lowering Drugs Competing with Phytosterols**Other Heart Health Ingredients Competing with Plant Sterols****Ingredient Case Studies****News**

23 articles

Appendices**Tables**

71 Tables

Figures

74 Figures

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