

POLICOSANOL MARKET STRATEGY

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, a company engaged CPL Business Consultants to look at potential markets for a policosanol product that could potentially be validated from a side-stream of its main production. CPL provided a comprehensive and fact-based analysis of the potential for policosanol, along with recommendations for a go-to-market strategy.

The objective of this project was to assist the client in determining plans in respect the commercial development of policosanol, a potential new ingredient in the health and nutrition market, reported to lower cholesterol. CPL did this by obtaining and analysing information about the market potential for policosanol in respect of the size and scope of the opportunity in various sectors, including food, dietary supplements, cosmetics, petfood and animal feed.

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

POLICOSANOL

Executive Summary

- Objectives
- Background
- Method
- Principal Findings
 - Policosanol
 - Properties
 - Sources
 - Products & Players
 - Prices
 - Research & Patents
 - Policosanol Market and Potential As Nutritional Ingredient
 - Functional Food Ingredient Market
 - Market for Cholesterol-Lowering Foods & Ingredients
 - Business Models for Plant Sterol/Stanol
 - Regulation
 - Dietary Supplement Market
 - Petfood Market
 - Animal Feed & Additives Market
 - Animal Feed
 - Feed Additives Market
 - Cosmetics
- Conclusions
 - Policosanol
 - Potential Market Sectors for Policosanol
 - Dietary Supplement Market
 - Functional Food Market
 - Petfood
 - Animal Feed
 - Cosmetics
 - Market Assessment Summary with Conclusions
- Recommendations

Overview of Policosanol

- Background & History
- Policosanol Sources
 - Sugarcane Wax
 - Beeswax
 - Insect Wax
 - Rice Bran Wax
- Products, Prices and Suppliers
 - Products
 - Prices
 - Producers
 - Processors and Traders
 - Formulators
 - Retailers
- Scientific Research
 - Sugarcane Derived Policosanol
 - Beeswax Derived Policosanol
 - Rice Bran Derived Policosanol
- Patents Overview
 - Introduction
 - Sources of Policosanols
 - Production Processes
 - Applications
- News
- Fatty Alcohols and Waxes
 - The Market for Fatty Alcohols
 - The Market for Waxes
 - Surfactant Markets
 - Oleochemical and Fatty Alcohol Production

Markets and Pricing of a Policosanol As a New Nutritional Ingredient

- Methodology
- Result
 - UK Supermarket Data
 - US Supermarket Data

Food Ingredients and Additives

- Introduction
- Sectors
 - Flavours and Fragrances
 - Hydrocolloids
 - Acidulants
 - Enzymes
 - Colours
- Functional Food Ingredients
 - Overview

- Australia
 - Canada
 - Europe
 - Japan
 - Geographical Differences in Perception of Functional Foods
- Pricing a Health Claim
- The Market for Cholesterol-Lowering Foods & Ingredients
 - Global Market
 - EU Markets
 - US Markets
 - Heart Health Ingredient Companies
 - Heart Health Food Companies
 - Raisio's Business Model
 - Cholesterol-Lowering Products
 - Price Comparisons
 - Ingredients Lists for Plant Sterol / Stanol Products:
 - Actimel Business Model
- Regulatory Requirements in the EU
 - The History of Novel Foods Regulations
 - Current Status
 - Novel Foods Regulation (Ec) No 258/97
 - Demonstrating Substantial Equivalence Between a Novel Food or Food Ingredient and an Existing Counterpart
- Regulatory Requirements in the US
 - Gras Notification
 - Food Additive Petition
 - Current Permitted use of Fatty Alcohols As Food Additives
 - Relevant Statutes
 - Related Laws
 - Specifications and Standards for Food, Additives, Apparatus, Containers/ Packages, Etc.
 - Establishment of Specifications and Standards
 - The Guidelines for Designation of Food Additives, and for Revision of Standards for use of Food Additives (Excerpt)
 - US Health Claims
- Regulatory Requirements in Japan
 - Foshu Products
 - Food Legislation
 - Structure and Responsibilities of the Department of Food Safety
 - Outline of the Administration of Food Safety
 - Relevant Statutes
 - Related Laws
 - Specifications and Standards for Food, Additives, Etc.
 - Establishment of Specifications and Standards
 - The Guidelines for Designation of Food Additives, and for Revision of Standards for use of Food Additives (Excerpt)
 - Labelling of Health Foods in Japan

Dietary Supplements

- Overview of Dietary Supplements
 - Definitions
 - Product Categories
 - Distribution Channels
 - Market Structure
 - Product and Brand Differentiation
- Markets and Trends
 - Market Drivers
 - Success Factors
 - Barriers to Entry
- Products and Players
 - Products
 - Players
- Regulatory
 - US
 - EU

Petfood

- Overview of Petfood Market
- Market for Petfood
 - Market
 - Challenges in the Petfood Business
 - Barriers to Entry
 - Success Factors
 - Players
 - Industry Structure
 - Opportunities to Ingredient Suppliers
 - Access to Ingredient Suppliers

Animal Feed

- Overview of Market for Animal Feed Ingredients
- Market for Animal Feed Ingredients
- Overview of Market for Animal Feed Additives
- Animal Feed Additives
 - Market
 - Challenges in the Feed Additive Business
 - Barriers to Entry
 - Success Factors
 - Players
 - Price
 - Supply Chain Structure
- Regulatory Feed Additives in the US
- Regulatory Feed Additives in the EU

Cosmetics

- Markets
 - Global Market
 - Regulation of Cosmetics in the EU
 - Regulation of Cosmetics in the USA
 - Regulation of Cosmetics in Canada
 - Regulation of Cosmetics in Japan

Contact Reports

- 27 Dietary Supplement
- 11 Food Ingredients
- 5 Pet Food
- 2 Animal Feed
- 3 Cosmetics
- 26 Others

in Volume 2

Appendix 1 – Original Regulatory Documents for Dietary Supplements

- Requirement for Premarket Notification in the US
- Food Supplements Directive 2002/46/Ec
- Administrative Guidance on Submissions for Safety Evaluation of Substances Added for Specific Nutritional Purposes in the Manufacture of Foods
- Guidance on Submissions for Safety Evaluation of Sources of Nutrients or of Other Ingredients Proposed for use in the Manufacture of Foods
- Minutes of the Plenary Meeting of the Scientific Panel on Food Additives, Flavourings, Processing Aids and Materials in Contact with Food

Appendix 2: Detailed Patent Search with 120 Patents

118 Tables

60 Figures

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