

# POLYDEXTROSE MARKET POSITIONING

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STRATEGIES TO GROW YOUR BUSINESS

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***In this case study, CPL Business Consultants was engaged by the sweeteners company to help determine the potential for its polydextrose ingredient in the EU and focus its market development strategy.***

CPL assessed the threat of directly competing and substituting ingredients and the nature of the threats they posed. In addition, we investigated current and potential applications by analysing the existing market and potential health claims, for example, dietary fibre, cholesterol reduction and glucose regulation. CPL also compared the technical specifications and marketing claims for polydextrose with other products, including soluble fibres, low-calorie bulking agents, sugar replacers and gelling agents. CPL's strategic recommendations were aimed at optimising its product portfolio and positioning and focussing the business development strategy on areas of highest profitability.

You can click here for a PDF of [the contents of the study](#) or otherwise look below for an outline.

## **POLYDEXTROSE MARKET POSITIONING**

### **Executive Summary**

- Objective
- Method
- Principal findings
- Conclusions
- Recommendations

### **Definition**

### **Applications**

- Specific applications

### **Polydextrose Market Positioning**

- Chemical versus natural
- New technical functionalities
- Claims made about soluble fibre
- Historical technical functionalities

## Competitors in the Polydextrose Market

- Direct competitors – manufacturers and distributors
- Manufacturers and distributors of substitutes

## 5 Tables

*A further example of our work on polydextrose [can be found here](#). Please take a look at our [PowerPoint Introduction](#) and also our Brochure, which includes deliverables and differentiators. Additionally, you can review [Eight case studies](#).*