

# POLYOLS WORLDWIDE MARKET

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*In this case study, a starch manufacturer engaged CPL Business Consultants to provide a picture of the overall market and market dynamics for polyols (sugar alcohols), including major products, prices, trends, uses, players and prospects, as well as a brief analysis of barriers to entry and success factor. Using CPL's information and strategic recommendations, the client was able to make an informed decision on how to approach this market.*

The information collated included descriptions of polyol sweeteners and their uses, companies involved in the business and prices and volumes of the various products sold. The study was carried out using a variety of information sources including in-house data, information and contacts from the internet and other publicly available references such as magazine articles and books. Contacts from various companies world-wide were also made to assist in the completion of the study. This allowed conclusions to be drawn on the current perspective of the market and on the trends within the market.

## **POLYOLS WORLDWIDE**

### **Executive Summary**

- Method
- Principal findings
  - Markets And Prices
  - Manufacturers
  - Success Factors And Barriers To Entry
- Conclusions
- Recommendations
  - Specific and actionable strategic recommendations

### **Introduction**

#### **The Polyols**

- [Erythritol](#)
- Isomalt
- Lactitol
- [Maltitol](#)
- [Mannitol](#)
- Sorbitol
- [Xylitol](#)

## **Sugar-Reduced Products**

- Chewing Gum
- Jam
- Other Sugar-Free Products
  - USA
  - Europe
- Some Current Products Using Polyols

## **Polyol Contacts & Manufacturers**

- Contacts at 15 Polyol Manufacturers

## **Tables**

- 15 tables of market data

*Please look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. [Eight case studies](#) can also be reviewed.*