

POLYPHENOLS MARKET

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

STRATEGIES TO GROW YOUR BUSINESS



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In this case study, an engineering company engaged CPL to identify potential markets and customers for its technology used to valorise polyphenols from waste streams of food and beverage production. CPL gave strategic recommendations on how the client should approach the market and, through its extensive networks, introduced the client to potential customers.

OBJECTIVE

The objective of this study was to provide market information to support an organisation developing technology for polyphenol production from waste side streams. Our client wanted to understand the market for polyphenols from different sources, in which applications they are used, how products are positioned and in what format they are supplied.

METHOD

CPL used desk-based research and interviews with producers and distributors to gather market size information and to identify potential partners our client could collaborate with to access different end markets with a new polyphenol product.

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

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Polyphenol Products SWOT analysis

Markets

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- Sources
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Route to Market and Target Applications

Polyphenol Products and Preferred Formats

- Preferred Formats
- Summary of Products and Players
- Product Prices
- Player and Product Profiles

Contacts

- Summary of Contacts
- Contact Reports

25 Tables

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