

POWDERED CELLULOSE 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, a leading pulp and paper company engaged CPL Business Consultants to analyse the powdered cellulose market. The focus was on high value applications such as food and beverages, cosmetic and pharmaceuticals. CPL's recommendations subsequently formed part of the company's future development and diversification strategy.

The study reviewed various aspects of the powdered cellulose business *e.g.* markets, competitors, products, applications and barriers to entry. The client used the report and recommendations for strategic planning, before a successful market entry with speciality product grades.

We obtained information from various public and proprietary sources, *e.g.* CPL in-house databases, company literature and in-house contacts. We also contacted cellulose producers, market experts and end users in food, beverage, petfood, and pharmaceutical areas. To validate the applications areas we initially, carried out a supermarket survey in the UK. Following this, we conducted further supermarket surveys in Canada, Sweden and The Netherlands.

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

MARKET FOR POWDERED CELLULOSE

Executive Summary

- Objective
- Method
- Principal findings & Conclusions *e.g.* on:
 - Markets
 - Potential applications
 - Competition
- Recommendations

Basic structure and production of cellulose

Properties and advantages of powdered cellulose

- Overview
- Food and beverages
- Petfood
- Cosmetics
- Pharmaceuticals and health supplements

Powdered cellulose applications

Food and beverages

- Petfood
- Cosmetics
- Pharmaceuticals and health supplements

Supermarket surveys

- Overview and data

World market for powdered cellulose

- Overview
- Markets for Powdered Cellulose
- Market volume and value
- Main application areas
- Other areas of opportunity
- Possible pharmaceutical application areas
- Market players & barriers to entry
- Recommended sales route

Manufacturers of powdered cellulose

- Overview
- Summary of 16 key manufacturers

Other pulp producers**Contact reports**

- 8 cellulose manufacturers/traders
- 11 food
- 2 petfood
- 8 pharmaceuticals
- 2 academic contacts

4 cellulose research/consulting centres**Appendix 1 – companies to consider as potential partners****13 Tables**

CPL has re-visited this topic on many occasions, for example [see this market overview](#) and a [related report in MCC](#). You can find further examples using the search bar on this

website. Alternatively, you can search for further examples using the search box on this site. Have a look at our [PowerPoint Introduction](#) and [Brochure](#) describing deliverables and differentiators. You can also review [eight case studies](#).