

RESVERATROL AND GRAPE POLYPHENOLS

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STRATEGIES TO GROW YOUR BUSINESS

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In this case study, a global ingredients company engaged CPL business consultants to assess the market potential for resveratrol and other polyphenols from grape extracts. CPL also provided recommendations for the company's growth strategy.

RESVERATROL AND GRAPE POLYPHENOLS

The objective of this project was to assess potential opportunities in health ingredients based on polyphenol-containing ingredient extracts from grapes for use in foods, beverages, dietary supplements and also cosmetics.

In considering each opportunity we attempted to determine the following: –

1. Approximate market size, characteristics (such as possible competitive products), trends and likely future potential
2. Key players with an IP or a technology position
3. Key Success Factors and Barriers to Entry
4. Potential partners and acquisition targets, e.g. key players with IP, technology or good science-based products
5. Key market segments in terms of applications or health conditions targeted
6. Associated health benefits
7. Scientific substantiation
8. Possible use of the polyphenol (or extract) as a technological antioxidant

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

Executive Summary

- Objective
- Method
- Principal Findings and Conclusions
- Recommendations

General Overview on Polyphenols

- Introduction & Overview
- The Polyphenol Market
- Key anonymous Industry Contact

Resveratrol and Grape Polyphenols

- Introduction & Overview
- Advantages & Disadvantages of Resveratrol
- Reported Health Benefits and Scientific Substantiation
- Resveratrol and Grape Polyphenols Patents
- Estimated Market Size and Growth Rate (CAGR)
- Key Market Segments
- Opportunities in Resveratrol and Grape Polyphenols
- Main success factors and barriers to entry of successful key players
- Profiles of Key Players and Innovators
- Contact Reports

Tables

- Carotenoid Sources
- Polyphenol Sources
- Common Dietary Flavonoids
- Foods Rich in Flavones, Flavonols, etc.
- Resveratrol Content of Wines and Grape Juice
- Total Resveratrol Content of Selected Foods
- Health Benefits for Resveratrol
- Key Players in the Resveratrol Market

Figures

- Basic Chemical Structure of a Flavonoid.
- Chemical Structures of Some Anthocyanidins (Anthocyanin Aglycones)
- Flavanones Chemical Structures
- Flavones Chemical Structures
- Structures of Some Isoflavones
- Chemical Structures of trans-Resveratrol, Diethylstilbestrol and 17-Beta-Estradiol

Have a look at our [PowerPoint Introduction](#) and [Brochure](#) describing deliverables, differentiators and case studies. You can also review [eight case studies](#).