

# RESVERATROL AND GRAPE POLYPHENOLS

STRATEGIES TO GROW YOUR BUSINESS

Prepared by:

CPL Business Consultants

Milton Park Innovation Centre, Abingdon, OX14 4RY, United Kingdom  
Tel: +44 1865 257 252, [info@cplconsult.com](mailto:info@cplconsult.com), [www.cplconsult.com](http://www.cplconsult.com)

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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](#).