

# RYE FIBRE MARKET OPPORTUNITIES

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STRATEGIES TO GROW YOUR BUSINESS

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## **OBJECTIVE**

The objective of this project was to assist our client in determining whether market opportunities exist in the rye fibre business. The investigation focussed on evaluating the potential market for rye fibre in food, supplements and pet food and establishing how the client could most profitably utilise its existing fibre source.

The study considered the trends in the rye fibre market, including growth potential in current and novel applications. A brief SWOT analysis was carried out. The study also examined the buying criteria for rye fibre and attempted to formulate a market strategy for the client, including the questions of barriers to entry and key success factors.

The findings were also intended to contribute to the identification of potential customers and/or collaborators for the client.

## **METHOD**

CPL's approach was to base the main contents of the study on in-house databases and an extensive network of contacts, in addition to publicly available information (e.g. data from government agencies, patents, scientific journals, trade press, internet *etc.*).

CPL used its extensive network of contacts in the sectors of bakery, bread pre-mix, breakfast cereal and pet food to elicit information. A total of 24 interviews with those knowledgeable in the industry, including key academic contacts conducting research on rye, were also conducted.

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

## **RYE FIBRE MARKET OPPORTUNITIES**

### **Objective & Method**

### **Principal Findings**

- Dietary Fibre Market
- Rye Production and Consumption
- End-Users of Rye
- Fibre Labelling and Consumer Awareness
- Manufacturers
- Applications
- Perceptions of Rye Fibre
- Interest in Rye Fibre From Potential Customers
- Scientific Research
- Strategies Used To Differentiate Fibres
- Routes to Market
  - Bakery
  - Petfood
  - Dietary Supplements

### **SWOT Analysis**

- Strengths
- Weaknesses
- Opportunities
- Threats

### **Conclusions & Recommendations**

### **Introduction**

- Fibre
  - Types of Dietary Fibre
  - Definition
- Rye
  - Production and Consumption
  - Structure and Composition

### **Benefits in Use**

- Health Benefits
  - Bowel Health
  - Breast Cancer
  - Colon Cancer
  - Diabetes
  - Satiety
- Technical Benefits

## **EFSA Article 13 Health Claim Submissions**

- Health Claims Concerning Rye and Rye Fibre
- Literature Cited to Support Article 13 Health Claims For Rye Fibre
  - Gut Health
  - Carbohydrate metabolism and insulin sensitivity
  - Cardiovascular System

## **Fibre Market**

- Dietary Fibre Products
  - Food Fibre
  - Soluble Fibre
  - Insoluble Fibre
- Regions
  - Global
  - US
  - Europe

## **Bakery Market**

- Regional Analysis
  - Western Europe
  - Eastern Europe
  - Africa and the Middle East
- Growth Matrix Analysis

## **Marketing**

- Strategies Used To Differentiate Fibres
  - Physical Properties
  - Branding for applications
  - Health claims
  - Functionality
  - Value/quality proposition
- Routes to Market
  - Bakery
  - Petfood
  - Dietary Supplements

## **Rye Fibre Manufacturers**

- Company Profiles

## **Rye Fibre Products and Applications**

- Food – Bakery
  - Various types of Rye Bread
  - Rye Milling Products

- Other Traditional Rye Products
  - Novel Rye Products
- Supplements
  - 2 companies
- Petfoods
  - 4 companies

## **Contact Reports**

- Summary
  - Markets
  - Competing Products
  - Applications
  - Views of users/potential users
  - Interest from Contacts
- Contacts: 36 Interviews
  - Bakers
  - Bakery Ingredients
  - Breakfast Cereals
  - Cereal Processors
  - Fibre Manufacturers
  - Pet Food
  - Research Institutes

## **Scientific Publications**

- Overview
- Selected Recent Publications
  - 16 publications

## **Clinical Trials**

- 2 Clinical Trials

## News

- Overview
  - Rye Fibre Health Benefits
  - Market
  - Trends
  - Innovations in food products
  - Competition
  - Definition
  - Fibre Nutrient Claims
  - Hazards
- News Articles
  - 33 news articles

## Recent Patents

- Overview
- Patents

## 23 Tables & 9 Figures

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