

SOY PROTEIN ANIMAL FEED MARKET

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STRATEGIES TO GROW YOUR BUSINESS

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OBJECTIVE

The objective of this study was to provide support for a client in its due diligence of an added-value soy protein ingredients company serving the animal feed sector.

CPL provided an assessment of the target company's products, IP, the competitive environment, risks of substitution and other risks to the business. We also reviewed the company's trials and marketing data and made suggestions of new product applications and new markets it could target. CPL's client subsequently made an investment in the company.

METHOD

Our research was carried out using in-house databases and external sources, including patent databases, industry reports and statistics and interviews with customers and competitors.

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

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Objective

Scope

Method

Assessment of Company's Products

- Product Specifications
- Product Comparisons: Marketing and Research Trials
- Comparison of Competitor's Marketing Literature
 - Company's Products Vs. Other Soy Protein Concentrates (SPCs)
- Production Process
- IP Portfolio Review
- Patents
- Competitor Patents
- Trials
- Potential Opportunities for X
 - New Applications
 - New Geographies
 - Marketing and Branding
 - Value-Added Benefits
 - New products

Overview of the Competitive Landscape

- Animal Feed
- Overview of Animal Production by Species
 - Pig Production
 - Poultry
 - Cattle
 - Aquaculture
 - Pet Food
- Potential Market Size Calculations and CAGR
 - Pig Market
 - Poultry Meat Market
 - Cattle Market
 - Aquaculture Markets
 - Petfood Market
- Market Trends
 - Broiler Meat
 - Pork
 - Beef and Veal
- Production Indices
 - European Broiler Index
 - Feed Conversion Ratio
 - USA Whole Herd Feed Conversion Ratio
- Players and Products
 - Soy-based Products
 - Soy Protein Concentrate Competitive Environment
 - Legume-Based Protein Concentrates
 - Dairy-Based Protein Concentrates
 - Oilseed Protein Concentrates
 - Cereal Protein Concentrates (Corn)
 - Potato Protein Concentrate
 - Animal Protein Products

Substitution Risk

- Competing Raw Materials
 - Vegetable Proteins
 - DDGS
 - Fishmeal
 - Whey Proteins
 - Plasma Protein
 - Effect of Raw Material Cost Variations

Risks and Opportunities for Company's Business

- Juvenile Feeds
- Impact of New Genotypes in Production Stock
- Disease
- Ingredient Substitution
- Eubiotics and Implications for Gut Health/Nutrition
- Feed Antibiotic Regulatory Change
- Emerging Markets
- US Regulatory Environment
 - Summary of Situation
 - Current Situation of Regulatory Approvals in the US
 - Phasing out of Antimicrobials as Growth Promoters
 - Current Situation Regarding Protein Sourcing in Europe

Contact Reports

- 18 Contacts

News

- 39 Items

Appendix

- Patent Applications Relating to Soy Products and Processes
- Patent Applications Relating to Other Vegetable Products and Processes
- Patent Applications Relating to Animal Products and Processes

113 Tables

60 Figures

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