

SUGAR AND INGREDIENT BLENDS 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 sugar company engaged CPL Business Consultants to assess the market for smaller-scale sugar blends with other ingredients. CPL advised the client on the potential to add value to its operations by blending and also on potential customer requirements.

The purpose was to inform the client about the market for smaller quantities of customer-specific blends of sugar with other ingredients (*i.e.* liquid mixtures and dry blends).

Food manufacturers were blending themselves but could otherwise potentially buy smaller-scale blends as a more cost-effective solution, made to their own requirements and delivered just-in-time. These blends included liquids, for example, sucrose and glucose, invert, flavours and colours and/or dry mixtures such as sucrose with starch, polydextrose, dextrose, spray-dried glucose and fructose.

CPL surveyed 118 potential customers to understand their sourcing needs.

SUGAR AND INGREDIENT BLENDS MARKET

What Do Other Companies Do?

- UK
- Belgium
- Finland
- Germany
- Sweden
- United States
- Other Countries

Suppliers of Other Blend Components

- Sweeteners
- Bulking aids
- Polyols

Sugar and Ingredient Blends Customer Requirements by Sector

- Baking
- Biscuits
- Desserts, Cakes and Gateaux
- Dessert Mixes
- Confectionery
- Ice Cream and Frozen Desserts
- Sweet and Savoury Frozen Foods
- Jams and Marmalades
- Soft Drinks
- Brewing
- Catering

A copy of the Table of Contents can be downloaded [here](#). In addition, please look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. You can also review [eight case studies](#).