

XYLITOL MARKET DYNAMICS

STRATEGIES TO GROW YOUR BUSINESS

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In this case study, an investor engaged CPL Business Consultants to advise it on the possibilities and feasibility of entering the xylitol market.

The objective of this market study was to provide information on developing xylitol as a commercial product. CPL examined the market in detail and gave strategic recommendations to the client on how it should proceed.

The study was carried out by obtaining in-house information, information and contacts from internet and other publicly available sources and then contacting and visiting a number of these. We sought to determine the perception of xylitol in the marketplace and the views of the manufacturers and in a few instances, their agents. Here we were trying to see whether the trends were upwards. We obtained some additional information about the use of xylitol in preventing caries, ear problems, etc. as well as about trends in healthy confectionery

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

XYLITOL MARKET DYNAMICS

Executive Summary

- Method
- Answers to specific questions
 - Product descriptions and quality specifications
 - Market segments and volumes distribution channels
 - Market players, market shares and raw materials
 - The most important market criteria and buying criteria
- Principal findings
 - Markets and prices
 - Manufacturers
 - Confectionery and gum
- Conclusions
- Recommendations

Markets For Xylitol

- Manufacturers
- Market Development
- Japanese Markets
 - Chewing Gum

Polyol Competitors To Xylitol

- Erythritol
- Isomalt
- Hydrogenated Starch Hydrolysates
- Lactitol
- Maltitol
- Sorbitol

The Benefits Of Xylitol

- Properties And Uses
- Xylitol And Teeth
 - Tooth Decay
 - Preventing Tooth Decay
 - Endorsement By The Dental Profession
 - Use In Toothpaste
 - Use In Chewing Gum
 - Chewing Gum Consumption
- Preventing Acute Ear Infection
- Diabetes
- Safety

Healthy Confectionery

- World Market
- 'Healthy' Market
- Market Development
- Attitudes To 'Healthy' Confectionery
- Science Behind The Claims
- European Regulatory Environment

13 Contact Reports

Product Specification

Suppliers

Please look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. [Eight case studies](#) can also be reviewed.