

XYLITOL MARKETS

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STRATEGIES TO GROW YOUR BUSINESS

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In this case study, an international ingredients company engaged CPL Business Consultants to assess the opportunity and commercial potential of entering the polyol market by manufacturing xylitol. CPL provided a detailed analysis with strategic recommendations to inform the company's business planning process.

The client sought information about erythritol in respect of world market demand, applications, outlook on growth rates (CAGR) with trends to date and future trends, producers with current capacities and an estimate of cost structure, current prices and an outlook on price development, what competes with xylitol and the risk of substitution.

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

XYLITOL MARKET DYNAMICS

Executive Summary

- Objective
- Method
- Principal Findings
- Conclusions and Recommendations

Introduction

Market Volume, Value, Growth, Price & Trends

- Introduction
- Market Development
- Japanese Markets
 - Chewing Gum
- Current Market
 - Volume
 - Value
- Region
 - Growth (CAGR)
 - Price
- Forecast

Players and Products

- 6 Manufacturers
- Specifics on Products

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
- Healthy Confectionery
 - World Market
 - 'Healthy' Market
 - Market Development
 - Attitudes to 'Healthy' Confectionery
 - Science Behind the Claims
 - European Regulatory Environment
- Preventing Acute Ear Infection
- Diabetes
- Recalcification
- Other Uses
- Safety

Production Issues

Use of Bark

Technology, IPR and Process Availability

- Engineering of a Xylitol Facility
- the Impact of Intellectual Property Rights on Building a Xylitol Facility
- Organisations Offering 'Xylitol' Technology

Raw Materials

- Introduction
- By-Product or Waste Streams
- New Sources
- Conclusions

Release of Xylose

- Acid Hydrolysis

Recovery of Xylose

- Chromatography
- Concentration and Crystallisation
- Conclusions

Hydrogenation

- Catalytic Reduction
- Conclusions

Biological Route

- Enzymes and Fermentation
- Conclusions

Chemical Route

- Conclusions

Recovery of Xylitol

- Conclusions

Potential Substitutes

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

Patents & Intellectual Property (Ip)

- Overview
- Patents

12 News Articles

Contacts

- 18 Polyol Producers
- 16 End Users
- 18 Others

2 Figures**17 Tables**

CPL has worked on xylitol on a number of [other occasions](#). Have a look at our [Introduction](#) and [Brochure](#) for a description of our consultancy work.