

'LOW-CARB' MARKET TRENDS

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

TABLE OF CONTENTS

'LOW-CARB' MARKET TRENDS.....	1
'LOW-CARB' MARKET TRENDS IN THE US/UK.....	1

In this case study, a European consumer goods company engaged CPL Business Consultants to assess 'low-carb' market trends in the UK and US.

CPL Business Consultants provided strategic recommendations on how the client should respond to changes in the market.

'LOW-CARB' MARKET TRENDS IN THE US/UK

The history of low-carb diets goes back to at least 1862 with the Harvey-Banting Diet. The Atkins Diet developed in the 1960's was repopularised as the 'Atkins New Diet Revolution' in the 2000's. This impacted sales of high carbohydrate foods such as bread with a corresponding reduction in profits. This also affected, for example, sales of orange juice, potatoes and other products.

This project assessed the market impact of low carbohydrate diets in the United States and the United Kingdom. CPL quantified the market influence of these diets at an ingredient level, looking at which ingredients were most affected, either positively or negatively. We identified low-carb products and commented on the industry response, *e.g.* by selling products containing alternative ingredients.

CPL drew up strategic recommendations and a tactical plan, firstly to reduce any impacts of this trend and secondly to take advantage of new market opportunities which had been created.

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