Identification of Opportunities within the Global Food and Beverage Industry for an Innovative New Ingredient

Objectives

To identify:

Opportunities within the global polyphenols market, therefore providing our client with market intelligence for a Go-No Go decision regarding investment in the set-up of a manufacturing facility to produce an innovative polyphenol ingredient

Project Scope

Applications:
- Beverages
- Foods
- Supplements
- Personal Care and Cosmetics
- Other: Pharmaceuticals

Geographic Scope:
- Europe
- North America
- China
- Japan

Desired Project Outcome

As a result of this project, the client had:
- Identified key opportunities – by region and application within the global polyphenols market
- Understanding of the competitive environment
- Developed key strategic recommendations with respect to manufacturing, marketing and price

Project Deliverables

- Market dynamics
- Market potential
- Competition dynamics

- Key player's position and portfolio (offer)
- Key player's possible future position

- Implication in terms of potential targets applications/ geography

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Phase I	Presentation & Follow-Ups	Phase II
Market Intelligence Exercise	To highlight key findings and review market analysis To Identify gaps and develop road map to address gaps in analysis	On-Site Workshop

Approach

In-depth interviews with

- Key players within the polyphenols market
- Key customers of polyphenols
- Potential customers of polyphenols
- Industry associations

Development of scenarios

- Testing of hypotheses with industry players

Quantitative and qualitative analyses

Conclusions & Recommendations

Adding the 'so what' to the market data

- Assess market dynamics
- Assess competition dynamics
- Appraise market development & evolution
- Assess key players process/ organisation/ capabilities
- Assess key players business performance

- Develop target shortlist by application and geography
- Establish key success criteria for launch
- Assess potential for clients business within the selected industry following launch

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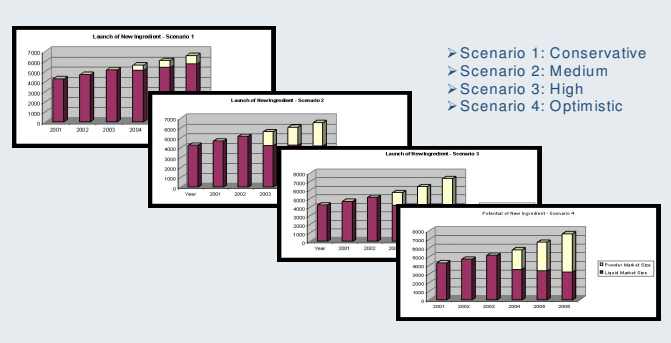
Frost & Sullivan mapped the attractive markets (geography and application) and identified potential customers to target

Options Grid by Application: A scoring method with a user-friendly output facilitates the decision process

Factor	Functional Beverages	Food Supplements	Personal Care	Others
Market size (Consumption Volumes)	A	B	C	D
Regulatory Environment	B	C	D	A
Time to Market	C	D	A	B
Receptiveness to Marketing Story	D	A	B	C
Intensity of Competition	A	B	C	D
Payback Time	B	C	D	A
Average Rank	?	?	?	?

Identification of Target Customers

- Identification of Application/Geography
- Propensity to Switch Suppliers
- Propensity to Switch/Trial New Ingredients
- Indication of Company Strategy

Development of Scenarios