

PLANT STEROL AND STANOL MARKETS

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PLANT STEROL AND STANOL MARKETS

In this case study a client engaged CPL Business Consultants to investigate the markets for plant sterols in food and pharma. CPL's detailed report and strategic recommendations helped it to anticipate what could happen next and assisted in the decision-making process.

Plant sterols (phytosterols) and plant stanols (phytostanols) occur naturally in diets as minor components of vegetable oils. Applications include use in food products (e.g. as [esters](#)) as cholesterol lowering agents, or for the production of pharmaceutical intermediates.

The market for phytosterols is often misunderstood by outsiders and publicly available estimates can be misleading. CPL Business Consultants has followed this market for over 15 years and was able to provide its client with a detailed and accurate fact-based view of the current situation.

This report covered plant sterols globally, with a focus on Europe, North America and China.

The aim was to provide an understanding of the market dynamics for phytosterols including:

- Size in volume (by application and geography) and value
- Key Market Trends
- Market Drivers and Restraints
- Players and Competition (including volumes)
- Competing Products (including specifications)
- Key Customers (including volumes as possible)
- Customer Purchasing Criteria
- Key Success Factors
- Barriers to Entry (e.g. current regulatory position)

The client described the output as '*deep, accurate and reliable*' commenting that '*CPL differentiated itself by succeeding in filtering the data correctly and providing a report I could rely on.*'

An outline of the report contents can be found below.

MARKET FOR PLANT STEROLS AND STANOLS

Executive Summary

- Objective & Scope
- Method
- Principal Findings
 - Industry Structure
 - Plant Sterol and Stanol Markets
 - Growth
 - Capacity
 - Drivers
 - Demand for Plant Sterols and Stanols
 - Food
 - Supplements
 - Cosmetics
 - Pharma
 - Phytosterol and Phytostanol Supply
 - Manufacturers
 - Distributors & Traders
- Conclusions
- Recommendations

Introduction to Plant Sterols and Stanols

- Plant Sterols and Stanols
 - Properties
 - Production
 - Regulations
- Industry Structure
 - Phytosterols and Phytostanols
 - Ingredients and Intermediates
 - Food and Pharmaceuticals

Plant Sterol and Stanol Markets

- Phytosterol and Phytostanol Supply
- Demand
 - Food Ingredients
 - Pharmaceuticals
- Price Drivers
 - Commodity Driven Price Impacts
 - Raw Material Constraints

Phytosterol Applications

- Food
 - Current Applications

- Emerging Applications
- Penetration Rate of Phytosterols in Food Products
- Dietary Supplements
- Cosmetics and Personal Care
- Pharmaceuticals
 - Major API Classes
 - Phytosterol Sources

Plant Sterol Players and Products

- Suppliers
- Phytosterol Distributors
- Food Manufactures
- Dietary Supplement Manufacturers
- Ingredient Manufacturers

Contacts

- Contact Overview
- Contact Reports

News

- News Summary
- News Reports

Appendix

- Recent Research
- Regulations

In addition to this project on plant sterol markets in food and pharmaceuticals, CPL has worked on e.g. [an earlier market study](#), a similar [project in food ingredients](#) and on a [market growth outlook](#). Have a look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. You can also review [eight case studies](#).