

GLUTATHIONE INTERNATIONAL TRADE ANALYSIS

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In this case study, an international ingredients company engaged CPL Business Consultants to analyse international trade in glutathione. CPL's report identified potential customers and also provided insights into the competitive landscape to inform its business development strategy.

Glutathione is a tripeptide which consists of glutamic acid, cysteine and glycine. It is available as two product forms *i.e.* reduced (GSH) and oxidised (GSSG). GSH is used as a supplement, for example, to improve liver function and skin whitening.

GLUTATHIONE INTERNATIONAL TRADE ANALYSIS

Objective

The objective of this project was to assist a client in gaining an understanding of the trade of glutathione for these specific markets. Also, it aimed to identify those producing, selling and using glutathione, along with some information on the quantities involved.

Method

CPL used proprietary databases to examine trading activities in glutathione by 15 specified countries. It searched through several hundreds of thousands of records using a defined list of keywords. CPL removed duplicate records and also examined individual records to remove B2C consumer products. As a result, the final list contained only ingredient trading activities. The spreadsheet listed trading activity by year, country, company and customer, including the quantities traded if available.

Report

CPL formatted this report as an annotated spreadsheet of glutathione trade activities. The report provided useful insights into the competitive landscape, state of the market and potential customers with which the client could engage.

ADDITIONAL PROJECTS

CPL has also worked on other similar projects including [markets and applications of GSH and GSSH](#). Have a look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. You can also review [eight case studies](#).