

NATURAL TANNINS

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STRATEGIES TO GROW YOUR BUSINESS

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In this case study, a forestry cooperative engaged CPL Business Consultants to assess the potential market for natural tannins. At the end of the project, CPL provided the client with strategic recommendations for entering this market and advice on what they should take into consideration when developing a market entry strategy.

CPL conducted an in-depth market analysis for natural [tannins](#), advising its client on the potential market and recommendations for a go-to-market strategy. In particular, the client sought to understand the current state of the market, including an indication of how it is evolving, recent trends, innovations and dynamics.

Firstly, CPL compiled a comprehensive report on natural tannins and their applications, including existing and emerging applications. CPL then assessed the relevant markets, identifying trends, drivers and restraints, and described the global and European trade.

Furthermore, CPL provided details on the key products and players, identifying new methods used by leather companies to reduce water consumption as well as the positioning of the range of tannin sources offered. CPL also leveraged its contact network to gather further insights on the natural tannins market, opportunities for new entrants and technologies, via contact interviews.

CPL's report enabled the client to make an informed decision on whether to enter the market, and if so, how it should approach this.

NATURAL TANNINS

EXECUTIVE SUMMARY

- Objective
- Method
- Principal Findings
- Conclusions
- Recommendations

Introduction to Natural Tannins

- Tannins
- Lignin Based Tanning Agents

Applications

- Vegetable Tanning Process
- Alternative Eco-friendly Tanning Methods
- Other Applications
 - Agriculture
 - Food & Beverage
 - Industrial
- Emerging Applications

Natural Tannin Markets

- Market Value, Volume and Growth
- Trends, Drivers and Restraints
- Global & European Trade In Tannins

Players and Products

- Overview of the Tannin Competitive Landscape
- Company Profiles and Product Details

Contacts

- Interviews with Tannin Experts from CPL's Network

News

- Analysis of Recent Trade News Relating to Natural Tannins

ADDITIONAL PROJECTS

In addition to this project on Natural Tannins, CPL has worked on related projects e.g. [Opportunities in Natural Colours](#), [Plant Sterol and Stanol Markets](#), Sustainable Paracymene, Brown Liquor and Lignosulphonates, Delta-3-Carene, [Cellulose Powder](#) and other forestry products. Have a look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. You can also review [eight case studies](#).