

# VITAMIN AND MINERAL PREMIX COMPETITIVE LANDSCAPE

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***In this case study, a global ingredients company engaged CPL Business Consultants to provide insights on the vitamin and mineral premix competitive landscape in human nutrition. CPL's detailed report provided information on relative positioning, market differentiation and the customer perception on a regional level which were used to inform its product and go-to-market strategies.***

The project addressed vitamin and mineral premix competitors serving food and beverages, dietary supplements, sports nutrition and infant & [clinical nutrition](#). The objective was to provide a better understanding, at a regional level, of premix competitors and customer perceptions of the client and its competitors. In particular, the report focussed on the following:

- The Capabilities of Competitors
- The Products/Markets in which they Engage
- How Companies are Positioned in these Markets
- What Matters most to Customers

Information was gained from a wide variety of sources, including expert interviews through CPL's extensive network, proprietary databases, trade and other information. CPL completed a comprehensive assessment of the competition, the client's competitive capabilities and perceptions of its services. CPL obtained insights on how the client compared to its peers through more than 100 interviews and surveys with commercial experts, customers and potential customers.

As a result, the client tailored its strategy to meet customer expectations, trends in the market and compete more effectively with its competitors' offerings.

An outline of the report is shown below.

## VITAMIN AND MINERAL PREMIX COMPETITIVE LANDSCAPE

### Executive Summary

- Insights from Interviews & surveys
- Competitors by Region and Application
- Global and Regional Company Rankings
- Relative Competitive Strength by Application

### Vitamin and Mineral Premix Competitor Profiles

- Strategy Overview
- Regional Focus and Ranking
- Applications Focus and Ranking
- Product Offering and Position

### Company Perceptions

- External View of the Client and its Strategy
- Positioning Relative to Other Premix Suppliers
- Perceived Regional and Applications Focus
- Views on Product Positioning
- Overall External Perceptions of the Client

### Customer Requirements for Vitamin and Mineral Premix Suppliers e.g.

- Reasons for Choosing a supplier
- Requirements in Terms of Product Offering
- Service Requirements

### ADDITIONAL PROJECTS

*In addition to this project on the Vitamins and Minerals Premix Competitive Landscape, CPL has also completed projects in [Custom Nutritional Premixes – Growth Strategy](#). Related projects include [North American Dietary Supplements](#) and [Health Ingredient Opportunities](#). Have a look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. You can also review [eight case studies](#).*