

CELLULOSE MARKET IN FOOD AND PET FOOD

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In this case study, an ingredients company engaged CPL Business Consultants to analyse the market for powdered cellulose ingredients in food and pet food as part of a growth and diversification strategy. The client had a potential source of cellulose from a bio-refinery production system. CPL's comprehensive report included conclusions on the market potential, which informed their business planning process.

The objective of this project was to assist a client in determining the characteristics of the cellulose market for food and pet food. The geographic focus was mainly on Europe and the UK, but we also included anything relevant to the US since both markets had very different characteristics. The study considered the trends as an ingredient, including growth potential in current applications and novel applications. The report also considered cellulose and insoluble fibres from wood pulp and other sources.

In respect of customers, the study determined the buying criteria. In respect of manufacturers, the study attempted to determine players, products, applications, distribution to different end-uses and strategies. Finally, the study addressed the question of barriers to entry and key success factors.

Click here for a PDF of [the contents of the study](#) or otherwise, look below for an outline.

CELLULOSE MARKET IN FOOD AND PETFOOD

Executive Summary

- Objective
- Method
- Principal Findings
 - Definitions
 - Markets for Powdered Cellulose
 - From Wood Pulp
 - From Other Sources
 - Applications
 - Contacts' Views
 - Competition
 - Barriers to Entry and Success Factors
 - Route to Market
 - Supermarket Survey Results
 - SWOT for Cellulose Powder
 - From Wood Pulp
 - From Other Sources
- Conclusions
 - Wood Pulp Sources
 - Other Sources

Definition, Properties and Applications of Powdered Cellulose

- Overview
- Food and Beverages
- Petfood
- Cosmetics, Pharmaceuticals and Health Supplements

Market Overview for Cellulose in Food and Pet Food

- Products Derived from Wood Pulp
- Products Derived from Other Sources

Applications of Powdered Cellulose in Food and Pet Food

- Derived from Wood Pulp
 - Diet/Slimming Drinks
 - Shredded Cheese
 - Pharmaceutical Applications
 - Others
- Derived from Other Sources

Summary of Contacts' Views

- Manufacturers & Traders
- Food Producers
- Pet Food Producers
- Retailers

Market Strategies for Cellulose in Food and Pet Food

- Strategies Used to Differentiate Products
- Barriers to Entry
- Sales Route

Supermarket Surveys

- Comparison of Surveys Over 3 Years

Cellulose Manufacturers & Distributors

- Profiles of 29 companies

Legislation

- Food and Additives Regulations

Contact Reports

- 41 Cellulose Manufacturers, Traders and Ingredients Companies
- 2 Equipment Manufacturers
- 23 End Users
- 5 Retailers
- 20 Petfood
- 7 Academic Contacts
- 2 Others

News and Related Articles

- Summary of recent trade news

Recent Patents

- Patent review for powdered cellulose applications in food and pet food

In addition to this report on the cellulose market in food and pet food, CPL has also worked on a [similar market overview](#), [a food ingredient project](#) and [on MCC](#) applications. Have a look at our [Introduction](#) and [Brochure](#) for a description of our consultancy work.