

HEALTH INGREDIENTS FROM STARTER CULTURES

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STRATEGIES TO GROW YOUR BUSINESS



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In this case study, a specialist ingredients company engaged CPL Business Consultants to look at the potential markets for starter cultures which produce or accumulate health ingredients in fermented foods. CPLs comprehensive and insightful report, along with strategic recommendations, enabled the client to make an informed decision on if and how to enter this market.

The objective of this study was to assist the client in identifying markets and opportunities for starter cultures that are capable of producing or accumulating health ingredients, such as vitamins or minerals during fermentation in dairy applications. The report included the following:

1. An evaluation of vitamin-producing and mineral-accumulating starter cultures in fermented dairy products.
2. Make or buy recommendations. Our client wanted to know if the technology already exists and what opportunities exist to develop, license or buy it.
3. Alternative developments which affect the market (e.g. vitamin fortification of fermented milk products).
4. Market in Europe, including actual/potential market size, growth, trends and opportunities.
5. Liability risks and regulatory concerns.

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

HEALTH INGREDIENTS FROM STARTER CULTURES

- Objective
- Background
- Method
- Principal Findings and Conclusions
 - Starter Cultures Producing Vitamins or Accumulating Minerals
 - General Views
 - Views of Academics
 - Views of Starter Culture/Probiotic Producers
 - Views of Vitamin/Mineral Producers
 - Views of Retailers
 - Views of Potential End Users
 - Market and Trends for Functional Foods
 - Vitamins and Minerals in Food
 - Starter Cultures and Probiotics in Food and Dietary Supplements
 - Other Academic & Commercial Institutions Involved in Research
 - Legislation, Labelling and Liability
 - Other Dairy Trends
- Answers to Client's Questions
- Strategic Recommendations

Health Ingredients from Starter Cultures

- Introduction and Overview
- Views of Academic
- Views of Dairy Ingredient/Starter Culture/Probiotic Producers
- Views of Vitamin/Mineral Ingredient Producers
- Views of Retailers
- Views of End Users
- News

Market and Trends for Health Ingredients

- Overview
 - World Market Data on Functional Food Sales
 - Market Sales and Share by Country
 - Europe
- News

Vitamins and Minerals in Food

- Description and Uses
 - Minerals
 - Vitamins
- Markets and Trends
 - Total Vitamin & Mineral Markets
 - Food Ingredient Vitamin & Mineral Markets
 - Total Folic Acid Market
 - Market for Vitamins in Dietary Supplement Products
- UK Supermarket Survey
- News

Starter Cultures & Probiotics in Foods

- Description and Uses
- Markets and Trends
- Competitors
- News

Other Academics and Commercial Institutions

Production/Research on Health Ingredients from Cultures

- Research
- Patents
- Publications

Legislation, Labelling and Liability

- Overview
- European
- US
- Recent Conferences
- News

Other Dairy Trends

- Overview
- News

Contact Reports

- 5 Vitamin and Mineral Producers
- 8 Starter Culture and Probiotic Producers
- 13 Potential End Users
- 9 Retailers
- 13 Academics & Other Researchers & Others

In addition to this project on health ingredients from starter cultures, CPL has, for example, also worked on [Cheese Starter Cultures](#), [Probiotics](#) and [Beverage Fortification](#). You can find further relevant examples using the search bar on this page, or by browsing this site by areas of expertise. Have a look at our [Introduction](#) and [Brochure](#) for a description of our consultancy work. You can also review [eight case studies](#).