

HUMAN & ANIMAL HEALTH INGREDIENTS OPPORTUNITIES

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STRATEGIES TO GROW YOUR BUSINESS



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In this case study, a global health and nutrition ingredients company engaged CPL Business Consultants to carry out a scouting project, looking for opportunities in human and animal health ingredients. CPL's comprehensive report identified over 100 potential opportunities, which subsequently resulted in several investments and partnerships.

The objective of this report was for CPL to identify and bring to light ingredient opportunities to assist its client in developing its position in health ingredients as part of its growth and diversification strategy. The emphasis, due to the client's requirements, was on intellectual property, exclusivity and minimum market potential within a reasonable period.

The client provided CPL with some of its strategic goals and with a series of keywords with goals, for example, in the sectors of Human Nutrition and Health, Animal Nutrition and Health and Base Product. These strategic goals and keywords were both used as filters during the search and to eliminate those opportunities meeting none of the key criteria.

Click to see [the contents of the study](#), or otherwise, look below for an outline.

HUMAN & ANIMAL HEALTH INGREDIENTS OPPORTUNITIES

Executive Summary

- Objective
- Method
- Conclusions
- Recommendations

Human Nutrition and Health Ingredients Opportunities

- 81 potential opportunities in human nutrition and health *e.g.*:
 - Anti-Aging / Wellness
 - Blood Glucose
 - Others

Animal Nutrition and Health Ingredients Opportunities

- 9 potential opportunities in animal health and nutrition *e.g.*:
 - Enzymes

Vitamins, Minerals and Other Base Products Opportunities

- Opportunities in vitamins and minerals *e.g.*:
 - Vitamins

Other Opportunities

- Other health ingredient opportunities (including enabling technologies).

In addition to this project on opportunities in human & animal health ingredients, CPL has worked on a number of other scouting projects for early stage products and revenue-generating acquisitions. For example in another project [CPL identified 275 early stage and late stage opportunities](#). You can find further examples by browsing this website or using the search bar on this page. Have a look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. You can also review [eight case studies](#).