

PLANT STEROLS MARKET GROWTH OUTLOOK

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STRATEGIES TO GROW YOUR BUSINESS



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In this case study, a plant sterol company engaged CPL Business Consultants to analyse the market growth outlook for plant sterols. CPL made predictions with a high level of confidence to inform its strategic planning process.

This report supplemented an earlier report on the [Plant Sterols \(Phytosterols\) Market](#). CPL combined the information from the previous work with additional data, to make five-year market forecasts for plant sterols. We also detailed the factors that could influence market growth in the phytosterol market.

CPL had access, through contacts, to the predictions and forecasts of the sterols market from a number of industry sources. Additionally, it had access to non-specialist market data reports. We extracted the numerical predictions from those reports and commented on the assumptions that these predictions used. For the non-specialist reports, we explained any incorrect assumptions made or misconceptions of the market which skewed this data.

Since this study, CPL has conducted a number of other projects on the phytosterols market [an example of which can be found here](#). These have included projects covering the global markets in pharmaceuticals, as well as foods and dietary supplements.

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

PLANT STEROLS MARKET GROWTH OUTLOOK

Introduction

Phytosterol Market demand estimates

- Baseline phytosterols market demand by volume
- Baseline per cent split between Europe, US & ROW
- Five-year phytosterols market demand growth (CAGR) using CPL base numbers
- Five-year phytosterols market demand growth (CAGR) using Client base numbers
- Comparison of volume and growth predictions for phytosterols

Comments on the assumptions in other plant sterols reports

- Global, Europe and US market data reports

Plant sterols market trend based on our contacts' views

- Included B2B and consumer packaged goods end users (e.g. [Upfield](#))

Contact reports and recent news with phytosterol market implications

- Contact reports
- Supplemental supermarket surveys
- News reports with market implications

In addition to this project on the plant sterols (phytosterols) market, CPL has work on several other similar engagements. These include the markets in [food and pharmaceuticals](#) (including China) and the [supply dynamics for sterols](#). Have a look at our [PowerPoint Introduction](#) and [Brochure](#) describing deliverables, differentiators and case studies. You can also review [eight case studies](#).