

# SACCHAROMYCES BOULARDII MARKET OPPORTUNITIES

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STRATEGIES TO GROW YOUR BUSINESS



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*In this case study a global ingredients company engaged CPL Business Consultants to look at the high-value markets for Saccharomyces boulardii and to give recommendations on if and how it should enter the market. The client successfully entered the market, following CPL's recommendations.*

## **OBJECTIVE**

The study assessed the potential opportunities, *e.g.* in medicine and related areas, for the yeast species *Saccharomyces boulardii*.

The study analysed the dynamics of the *S. boulardii* market, for example, size (by volume and value), trends, potential growth (CAGR) and segmentation. We also looked at geographic considerations, supply chain characteristics, competitors, Key Success Factors and Barriers to Entry. Lastly, the report included an overview of the current IP and technological positions.

The study assisted our client in formulating its strategy specifically focussed on producing higher-value speciality products. The report contained recommendations on the most cost-effective market approach and also gave advice on other strategic approaches.

## **METHOD**

The main contents of the study were based initially on a large number of other sources, including in-house databases, government regulators, trade journals, patent databases, scientific journals and existing reports on the probiotics market in US and Europe. CPL also carried out an extensive search for *S. boulardii* in drugs, patent, and trademark databases for the US, Europe, India, Korea and Brazil. We then interviewed ~20 *S. boulardii* producers (both API and food grade), distributors, and supplement manufacturers in US, Europe, India, Korea and Brazil. CPL subsequently used these data to assess and analyse the issues above in sufficient depth to draw strategic conclusions.

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



## **SACCHAROMYCES BOULARDII MARKET OPPORTUNITIES**

### **Executive Summary**

- Objective and Method
- Principle findings
- Conclusions
  - Key success Factors
  - Barriers to Entry
- Recommendations

### **Introduction**

### **Supply chain**

### ***Saccharomyces boulardii* Markets**

- Probiotics
- Gastrointestinal drugs
- *Saccharomyces boulardii*

### **Players, Products and prices**

- Companies & Ingredient Prices
- *S. boulardii* in Supplements and Drugs

### **Scientific substantiation**

- Recent significant scientific papers
- Studies funded by a key player

### **Contacts**

- Overview of contact views
  - Yeast producers
  - Supplement and drugs manufacturers
  - Probiotics companies
  - Distributors
  - Consultancies
  - Academicians

## **News Articles**

## **Patents, IP and technological positions**

## **Pharmaceutical products**

- FDA & EFSA

## **Trademarks**

## **23 Tables & 18 Figures**

*In addition to Saccharomyces boulardii CPL has worked on many other health ingredient market opportunities. Have a look at our PowerPoint Introduction and Brochure describing deliverables, differentiators and case studies. You can also review eight case studies.*