

# Opportunities in the Polyphenols Market 2011:

## Global Market Analysis

**To Be Published 4th Quarter 2011**

**Base Year: 2011**

### **Core Program**

North America

Europe

Japan

### **Supplemental Reports**

China

India

One in a series of reports focusing on health and nutrition ingredients, this comprehensive analysis of the polyphenols market examines estimated ingredient consumption, key trends by application, market developments, challenges, and business opportunities. The report addresses such questions as:

- What is the size of the polyphenols market globally, by region and application?
- What are the growth prospects for polyphenols within each region and food application?
- Is the trend towards specific molecules, such as EGCG, growing?
- What are the prices of the different products within each region?
- Who are the leading suppliers of polyphenols?
  - What products do they offer?
  - Where do they source their raw materials?
  - What extraction technologies are used?
- Which new products have entered the marketplace, and from whom have they taken market share?

# Opportunities in the Polyphenols Market 2011: Global Market Analysis

## Report Scope

*Opportunities in the Polyphenols Market 2011: Global Market Analysis* is one in a series of new reports available on the global health and nutrition ingredients industry. Comprehensive coverage will be provided for the United States, Europe (EU-27), and Japan, with additional reports covering China and India.

Polyphenols have a range of antioxidant benefits, including protection against cancer and heart disease. The following polyphenols will be investigated in this report:

- Grape-based products
- Green tea
- Olive polyphenols
- Apple extracts
- Onion-based polyphenols

An overview of other minor polyphenols will also be included (for example, cocoa and bilberry).

The report will provide a detailed, independent appraisal of the market for these ingredients, including current and forecast demand by region and application within the food industry, products and prices, distribution channels, supplier sales, technical and market trends, and regulatory environment.

The base year for the study will be 2011, and the study will include forecasts to the year 2016.

## Key Benefits

This global report will assist polyphenol suppliers in understanding the evolution of the market in each significant global region and application, thus enabling subscribers to exploit the business opportunities identified therein. It will also serve as an invaluable tool in the strategic planning process.

The report will provide subscribers with:

- An independent assessment of polyphenol consumption by product, application, and region
- An assessment of key growth areas by product, application, and region to identify future bottlenecks regarding product availability in this increasingly global market
- An understanding of raw material supply and key raw material movement between the regions that will affect product quality and price during the forecast period
- An appraisal of market trends and supply and demand drivers to help develop the appropriate business strategy to drive growth
- Competitive intelligence to assess key players operating in other regions
- Forecasting scenarios from which to base solid strategic business plans

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## Tentative Regional Report Contents

### 1. INTRODUCTION

### 2. EXECUTIVE SUMMARY

- A global overview will be provided in the Executive Summary

### 3. PRODUCT ANALYSIS

*For each product covered (Table 1), the following information will be provided:*

- Estimated consumption in volume and value by end use
- Source of supply
- Five-year forecast and rationale

### 4. END-USE ANALYSIS

*For each application covered (Table 2), the following information will be provided:*

- Market overview
  - Market sizing, key trends, key players
- Product overview
  - Product description
  - Pricing analysis
- Market sizing
  - Estimated consumption volume/value by product type
- Competitive landscape
  - Industry structure
  - Supplier market share
  - Porters five forces
  - Major customers
- Appraisal and outlook
  - Growth drivers and constraints
  - Regulatory outlook

### 5. SUPPLIER PROFILES

*Ten suppliers will be profiled. Charter subscribers will have input into the firms to be included in the final report and will include the following information:*

- Overview
- Product sales
- Raw materials
- Sales and marketing
- Technical capabilities
- Outlook

### 6. APPRAISAL AND OUTLOOK

**Table 1: Products to be Covered in the Report**

- |                          |            |
|--------------------------|------------|
| ■ Grape                  | ■ Olive    |
| - Grape skin polyphenols | ■ Apple    |
| - Grape seed polyphenols | ■ Onion    |
| - Red wine polyphenols   | ■ Others   |
| - Resveratrol            | - Cocoa    |
| ■ Green tea              | - Bilberry |
| - Green tea polyphenols  |            |
| - ECGC                   |            |

**Table 2: End-Use Segments to be Covered in the Report**

- Functional beverages
  - Water
  - Sports drinks
  - Tea
  - Others
- Functional foods
  - Bakery
  - Others
- Dietary supplements
- Others

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## Methodology

Kline is unmatched in our ability to gather hard-to-get market and competitive intelligence with a high degree of confidence. Kline's market analysis approach places the principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable.

During the course of field research, Kline's professional staff of industry experts will conduct in-depth discussions and personal interviews with a wide range of knowledgeable industry participants and opinion leaders, including leading manufacturers and marketers, leading end users, and representatives from pertinent government agencies and trade associations. This approach has proven to be the most effective and reliable approach to obtaining accurate market data, capturing expert insights, and identifying business opportunities.

Primary research will comprise the bulk of the overall research methodology for this report. In addition, this analysis will be supplemented by secondary research drawn from the review of suppliers' product literature and price lists; a search of recent trade and technical literature; Internet sources; and analysis of statistical data from government, industry, and trade associations and agencies.

## Kline Credentials

Kline is a worldwide consulting and research firm dedicated to providing the kind of insight and knowledge that helps companies find a clear path to success. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for over 50 years.

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- Specialty Raw Materials for Cosmetics and Toiletries

Our market research reports and services are designed to provide subscribers with a deeper understanding of their markets, an outlook for their business, and accurate information about their competitors. Our clients tell us they often use Kline's market research to validate their own internal analysis, and many clients rely on Kline reports as their most critical source of information.

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