



Investment Feasibility Study For High Pressure Processing Juices In Select European Countries

Client	A leading venture capital and private equity firm
Industry	Beverages
Products	Juices

Our Challenge

- Our client wanted to understand the High Pressure Processing (HPP) juice market opportunities in the EU, the commercial feasibility of setting up greenfield operations and the prioritization of countries for greenfield setup.

Our Key Business Questions

- What is the current market size of HPP juices, and what are the key market trends, growth drivers, regulations and challenges?
- Who are the key players operating in Europe? What are their sourcing practices?
- What are the best growth options (both organic and in-organic)? What is the investment size required to set up a greenfield operation unit in these countries?

Engagement Scope

1	Market Analysis	2	Competitor Landscape & Distribution Model	3	Growth Potential (Organic & In-organic) Assessment	4	Key Finding & Conclusions
	<ul style="list-style-type: none">What is the historical, current and future market size of HPP juices in Europe?What are the key customer trends, demand drivers and challenges?What are the customer groups? How do they perceive the market?	<ul style="list-style-type: none">Who are the key players and what is their respective market share?What are the prevalent distribution models and who are the key entities involved?What are their sourcing strategies ?What are the topline company profiles of the key players?	<ul style="list-style-type: none">Which is the most attractive country for starting operations from ground-up?What is the size and payback period for investment?What are the potential options for inorganic growth?Who, if any, are attractive acquisition targets?	<ul style="list-style-type: none">What is the opportunity for HPP juice in select markets?What are the critical success factors? What are the challenges?What are the best industry practices prevailing in the market?What are the best options available for expansion?			

Research Methodology

Secondary Research

- Conducted desk research to understand the overall market in focus countries.
- Researched paid databases, including Euromonitor, Mintel and Thomson Banker

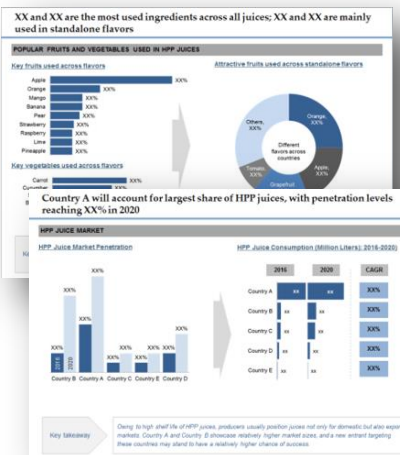
Primary Research

- 250 telephone interviews with stakeholders, including manufacturers, distributors, industry experts, retailers and consumers.

Sample Analysis

1

Market Analysis



2

Competitor Landscape & Distribution Model

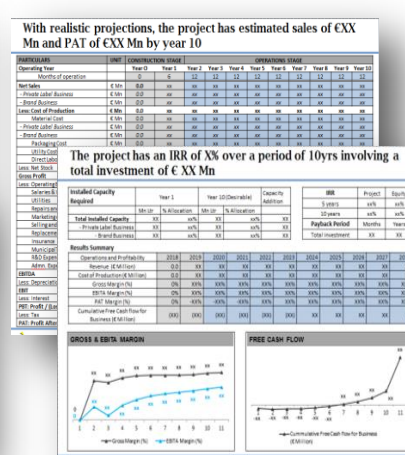


Benefits to Client

- As per our recommendation the Client is directing its investment in Poland
- Further, our financial model has played a critical role in the approval process for raising funds for greenfield investment
- Currently the client is in the process of raising funds for the investment activity

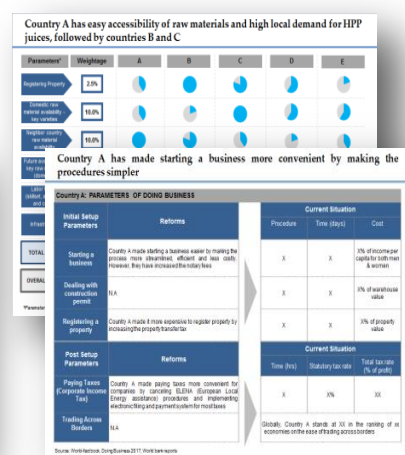
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Growth Potential (Organic & In-organic) Assessment



4

Key Finding & Conclusions



Thank you

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