Customer Analysis for Gum Acacia as Single Ingredient and Blends Systems



Client	A leading global food ingredients solution provider	
Industry	Food Ingredient	
Products	Gum Acacia	

Engagement Scope

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Background

- The Client wanted to develop deeper insights on customer purchase criteria for Gum Acacia as single ingredient and blends/ systems across globe and application categories

Key Business Questions

- What are the major applications and popular alternatives available for Gum Acacia? .
- What are the key technical and non technical purchase criteria influencing customer purchase decision for each application category under food and beverage industry?
- Who are the most popular suppliers for gum acacia? What are their perceived USPs and weakness from customer standpoint?

Customer Requirement Mapping	2	Supplier Preference Assessment	3	Industry Demand Assessment
 What are the key applications areas for Gum acacia in each category? 	-	 Who are the preferred primary and secondary suppliers? What are their USPs? What are the key reasons for supplier change and how does the willingness to migrate differ for each application category? Who are the requisite area of improvements for suppliers? 	, , , , ,	 What are the most critical technical and non-technical parameters driving supplier and product selection? What is customers openness to migration to a new product and/ or new supplier? What is customer perceptions of top suppliers and their USPs?
 What are the most preferred form and grade Gum Acacia in each category? 				
 What are the key customer requirements across technical and non-technical parameters such as, functionality, technical support, etc.? 				
What are the key factors driving product change?			 	
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Research Methodology

Secondary Research

- Conducted desk research studying company website, press releases, news articles, etc.
- Referred paid databases such as Mintel

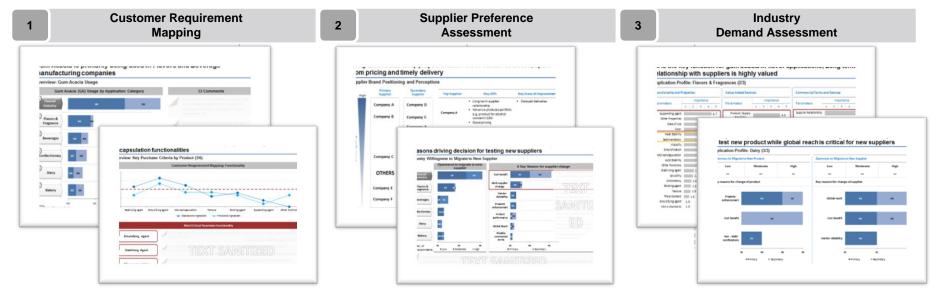
Primary Research

 70+ Telephonic interviews with relevant departments in F&B companies such as purchase, production, R&D, product, supply chain, etc.

Sample Analysis

Benefits to Client

- The report helped the client to get deeper insights on Gum Acacia usage in the food and beverage industry and identify the right customer segments to target in future
- The client was also advised on the relative importance of more than 35 parameters for each product segment which helped them refine their product positioning and development efforts



Thank you

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