



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

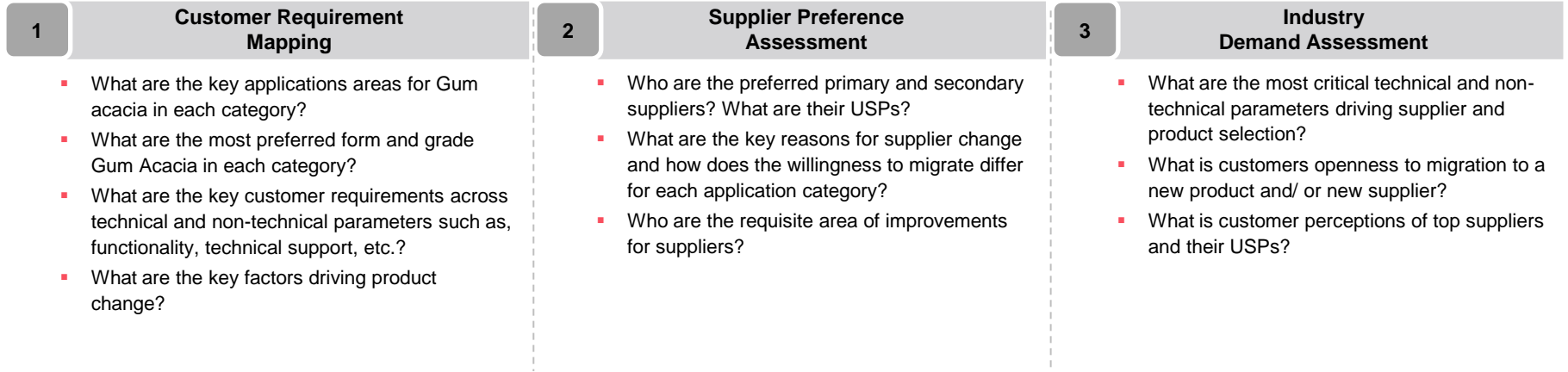
Background

- 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?

Engagement Scope



Research Methodology

Secondary Research

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

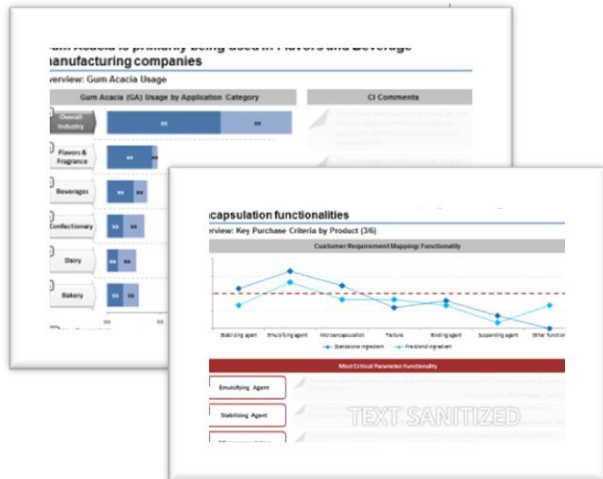
Primary Research

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

Sample Analysis

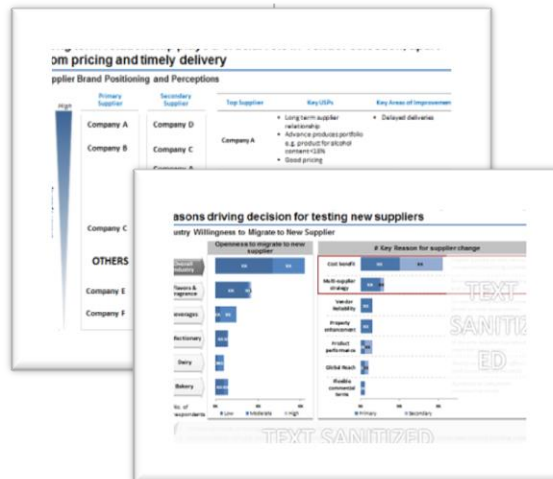
1

Customer Requirement Mapping



2

Supplier Preference Assessment



3

Industry Demand Assessment



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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