



Opportunity Assessment in the Ready-to-make (RTM) & Ready-to- drink (RTD) Powdered Food Products

Client	A leading global food & beverage company
Industry	F&B
Products	Powdered Food Products

Engagement Scope

1	Product Categories Assessment	2	Powdering Technologies Assessment	3	Value Chain & Margin Assessment
	<ul style="list-style-type: none"> What is the estimated market size of each product category? What are trends w.r.t. ingredients, products, product/nutritional claims, etc.? What are the opportunities area, as well as drivers & challenges for each category? What is the active products and companies landscape? What are the blockbuster products and their success mantra? 		<ul style="list-style-type: none"> What is the technology landscape covering different drying and powdering technologies used in F&B industry? How are the identified technologies benchmarked on different parameters like – cost, energy, time, ingredients, etc.? What innovative technologies are offered by the notable players with potential to be used in F&B? 		<ul style="list-style-type: none"> What is the value chain for F&B products in different geographies? What are the distribution chain strategies of key player & products in respective geographies? What is the profit margins and cost of manufacturing assessment for the key products? How is the net operating margins benchmarked in key geographies?

Background

- The Client was interested in understanding the opportunities area in the Ready-to-make (RTM) & Ready-to-drink (RTD) powdered food products. Client was also interested in identification of potential powdering technologies which could bring cost & time efficiency.

Key Business Questions

- What are the potential opportunity area in the Ready-to-make (RTM) & Ready-to-drink (RTD) powdered food products among - Kids Nutrition; Daily Nutrition; & Technical Nutrition?
- Which are the key powdering technologies used for food products & ingredients?
- What are the profit margins w.r.t. product categories and geographies to identify most attractive product category and targeted geography to enter?

Research Methodology

Secondary Research

- Conducted secondary research based on open sources including - company websites, press releases, technology portals, etc.
- Referred paid data sources for gathering scientific and patent literature through patent and scientific databases

Primary Research

- 10+ Telephonic interviews with industry experts, regulatory experts, researchers & market observers

Sample Analysis

Benefits to Client

- The study output provided the detailed regional level market understanding to client on three powdered food categories, as well as recommendation on attractive product category
- The study was used by client’s top-level management team to support its decision on future investments into the powdered food category

1 Product Categories Assessment

XX meats enriched with 'XX' / 'XX' could be an attractive segment for late entrants

Transition - Categories, ingredients & Campaigns

Just to

Established

Additional

loner technology is sufficient all desirable attributes

Technology	Batter Drying	XX	XX	XX	XX
XX Knowledge Base	●●●●	●●	●●	●●	●
XX	●●	●●	●●	●●	●●
XX	●●	●●	●●	●●	●●
XX	●●	●●	●●	●●	●●
XX	●●	●●	●●	●●	●●
XX	●●	●●	●●	●●	●●
XX	●●	●●	●●	●●	●●
XX	●●	●●	●●	●●	●●
XX	●●	●●	●●	●●	●●
XX	●●	●●	●●	●●	●●

Thus, a customized solution can be developed based on choices of ingredients and products

2 Powdering Technologies Assessment

Spray Drying – Technology Overview

Advanced Technologies

- Infant Drying Technology**
- Desiccant Drying**
- Ultrasonic Drying**
- Reflexive Window Drying**
- Heat Pump Drying**
- Sublimation Carbon Dioxide Drying**
- Radio Frequency Drying**
- High-Intensity Pulsed Electric Field**

3 Value Chain & Margin Assessment

XX players & XX

- Daily Nutrition
- Technical Nutrition
- Kids Nutrition

Products – Key Players’ ability

Sub-Category	XX	XX	XX	XX	XX
Syringe Concentrate	●	●	●	●	●
Syringe Mix	●●	●	●●●	●	●
Box, Pack-in-box & Bulk-Dose	●●	●●	●	●	●

Product Positional Claims – Key Players’ ability

Product Claim	XX	XX	XX	XX	XX
xx	●	●	●	●	●
xx	●	●	●	●	●
xx	●	●	●	●	●
xx	●	●	●	●	●
xx	●	●	●	●	●
xx	●	●	●	●	●

Thank you

North America

55 Madison Ave, Suite 400
Morristown, NJ 07960
USA
T: +1 212 835 1590

Europe

328-334 Graadt van Roggenweg
4th Floor, Utrecht, 3531 AH
Netherlands
T: +31 30 298 2108

United Kingdom

5 Chancery Lane
London EC4A 1BL
United Kingdom
T: +44 207 406 7548

Asia Pacific

Millennium Business Park
Sector 3, Building # 4, Mahape
Navi Mumbai – 400 710
India
T: +91 22 6772 5700