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
---	-------------------------------

- 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?

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?

3

Powdering Technologies Assessment

- 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?

Value Chain & Margin Assessment

- 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?

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

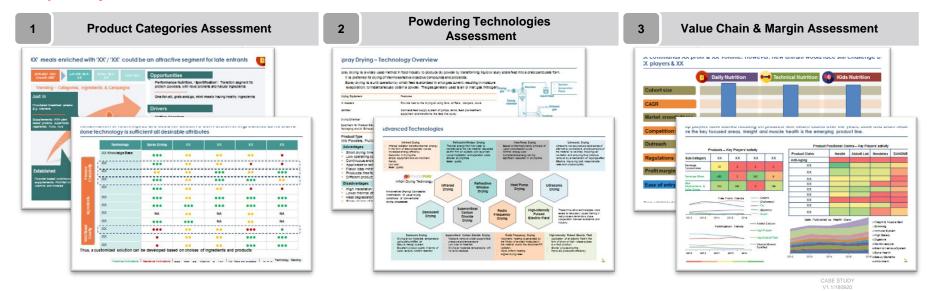
Primary Research

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

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

Sample Analysis



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