

Case Study

**Competitive Landscape Assessment for Global
Nutraceuticals Market**



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About the Client



- The client is a US-based food & beverage company, manufacturing a range of savoury snacks, cereal bars and frozen foods

Client Objectives / Goals



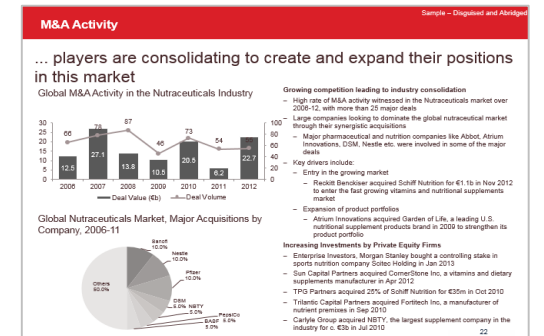
- The client wanted to expand into the nutraceutical product market to drive its top-line growth
- RocSearch was asked to prepare an industry primer on the global nutraceuticals market, focusing on the competitive landscape, consumer dynamics and key growth categories

Approach and Methodology



- The team analysed the overall nutraceuticals ecosystem, noteworthy functional food and beverage trends, consumer behaviours shaping the market, product innovation trends, leading players & their strategic initiatives
- RocSearch leveraged many data sources, including proprietary internal databases, expert interviews and in-house sector expertise
- The team identified several untapped and under-served growth pockets within the larger nutraceuticals market, which the client could target via organic or inorganic expansion

Sample Output



Results / Value-add



Identified potential inorganic growth opportunities for the client at attractive valuation multiples

Shortlisted several high growth categories in the nutraceuticals market