

**Case Study** 

Client	A leading venture capital and private equity firm
Industry	CPG - Food & beverage
Products	High-pressure processed (HPP) juices

#### Context

• The client wanted to determine key growth opportunities in the HPP juices market in select European countries, along with investment feasibility of greenfield operations in one of the target countries.

## **Key Business Questions**

- What is the current market size of HPP juices, along with key market trends, growth drivers, regulations, and challenges for 5 selected countries?
- What is the sustainable growth prospect of HPP juices in select European countries?
- What are the best growth options for both, organic and inorganic food & beverages? What is the investment size required to establish a greenfield operation unit in select European countries?

# **Engagement Scope**

- 1 Market Analysis
- What is the historical, current, and future market size of HPP juices in Europe?
- What are the key customer trends, demand drivers, and challenges?
- Which are the present customer groups and how do they perceive the market?

- Competitor Landscape &
  Distribution Model
- Who are the key players and what are their respective market shares?
- What are the distribution models prevalent in the market?
- Who are the key entities involved and what are their sourcing strategies?

- Growth Potential (Organic & Inorganic) Assessment
- Which is the most attractive country for starting operations?
- What is the size and payback period for investment?
- What are the potential options for inorganic growth?
- Who can be an attractive acquisition target?

# Key Findings and Conclusion

- What is the opportunity for HPP juices in select markets?
- What are the critical success factors and challenges?
- What are the best industry practices prevailing in the market?
- What are the best options available for expansion?

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# Research Methodology

## **Secondary Research**

- Conducted desk research to understand the overall market in select European countries
- Referred to paid databases such as Euromonitor, Mintel, and Thomson Banker

## **Primary Research**

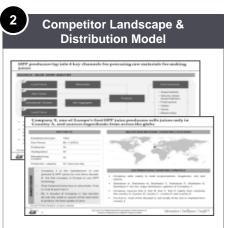
350+ telephonic interviews conducted with stakeholders, such as manufacturers, distributors, industry experts, retailers, and consumers

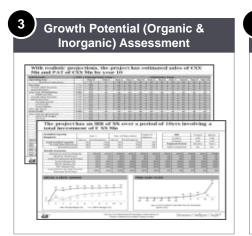
#### **Benefits to Client**

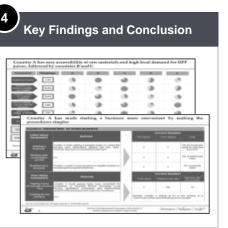
- As per Cl's recommendation, the client is directing its investment in Poland.
- The client is also focusing on greenfield investment in the segment instead of M&A based on Cl's findings.
- Further, Cl's financial model has played a critical role in the approval process for raising funds for greenfield investment.
- Currently, the client is in the process of raising funds for the investment activity.

# **Sample Analysis**









# Thank you

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