



Investment Feasibility Study for “High-Pressure Processed Juices” in Select European Countries – Food & Beverage Industry

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



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

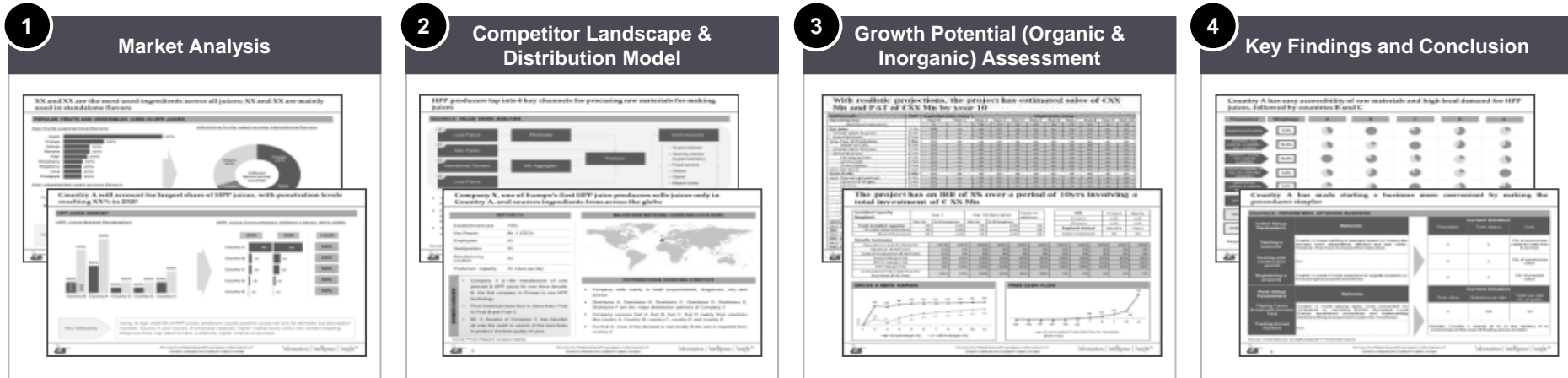
Primary Research

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

Benefits to Client

- As per CI'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 CI's findings.
- Further, CI'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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