Literature Review of Whole Foods vs. Supplements

Case Study



Literature Review of Whole Foods vs. Supplements

Client	A chemicals company
Industry	Chemicals and fertilizers
Products	Fertilizers

Context

- The client wanted to understand the best approach to obtain nutrients for human/animal consumption and their bioavailability.
- The client also wanted to gain insights regarding key food products that are being explored for imparting important micro and macro nutrients.

Key Business Questions

- What are the bioavailability properties of nutrients acquired from whole foods and supplements?
- Which approach provides the optimum route to reach the daily recommended intake?
- What is the role of staple foods and efficacy in achieving the recommended intake?

Engagement Scope

1

Nutritional Profiling

- What are the key food sources that are rich in critical macro and micro nutrients?
- What are the advantages and disadvantages for each type of approach?
- Are there any health challenges in these approaches?
- What are the key macro and micro nutrients critical for human?

2

Category Assessment

- What is the bioavailability of nutrients from each category?
- Which is the key demographic factor and which approach is the most favorable to reach the daily recommended intake?

3

Literature Review

- What are the key approaches to obtain various macro and micro nutrients?
- What are the possible side effects and health challenges?
- What is the acceptance level for each of the ingredients?



Literature Review of Whole Foods vs. Supplements

Research Methodology

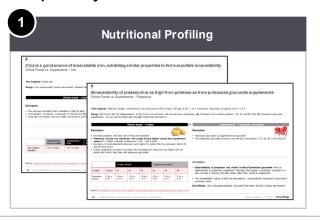
Secondary Research

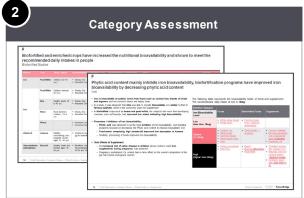
- Conducted desk research to analyze studies on food and nutrition
- Evaluated approaches to obtain nutrients for human/animal consumption in terms of bioavailability
- Identified studies that provide comparison between foods/grains and supplements

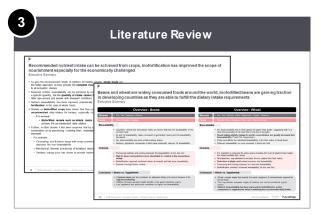
Benefits to Client

- Sources for optimum supply of nutrients for consumption
- Overview of foods and supplements and their bioavailability properties
- Guidance on whether the client should consider the adoption of bio-fortification technologies

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