



Tech Landscape - Natural Pigment Dye

Case Study

Client	Leading player in cosmetic industry
Industry	Cosmetic industry
Products	Cosmetic & beauty products

Context

The objective of the study was to identify natural pigment and dye which are available at a global level for cosmetic industry.

Key Business Questions

- What are the new/emerging natural pigments and dyes available at research and commercial scale?
- Who could be the probable partnership candidates in this domain?
- What are the technical trends associated with natural pigments and dyes?
- What are the natural hair color removing processes?

Engagement Scope

1

Technology Landscape

- What are the natural pigments/ dyes that are available at a global level?
- What is the source of natural pigments/ dyes?
- What are the colors provided by identified natural pigments/ dyes? (Red, Blue, Violet etc.)
- What are the properties of natural pigments/ dyes?
- What are the benefits of identified natural pigments/ dyes?
- What are the natural hair coloration technologies available at global scale? (plant combinations in formulation)

2

Competitive Landscape

- What are the natural pigments/ dyes developed by competitors?
- What is the source of natural pigments/ dyes? (Example: Plants/ Fruits/ Minerals/ Bacteria's)
- What are the colors provided by identified natural pigments/ dyes? (Red, Blue, Violet etc.)
- What is the development stage of identified natural pigments/ dyes? (Research scale/ Commercial scale)
- What are the properties of identified natural pigments/ dyes? What are the benefits of identified natural pigments/ dyes?

3

Opportunities Assessment

- What are the key trends of this domain?
- Key trends by category
- Key trend by competitors
- Ingredient based trends
- Research activity trends
- Geographical hot-spot,
- Overview of natural pigment/ dye distribution
- Who could be the suitable partner in this area?
- Who are the players active in this area? (Suppliers/ Start-up's/ Spin-off's, etc.)

Research Methodology

Secondary Research

- Conducted searches on databases such as Orbit, GNPD, Espacenet, USPTO, start-up portals, open innovation portals, university portals, news portals, scientific literatures, crowd funding sources, social media sites, company website etc.

Benefits to Client

- Helped client to understand emerging technologies
- Helped client to understand technical trends of this domain
- Helped client to understand probable partnership candidates

Sample Analysis

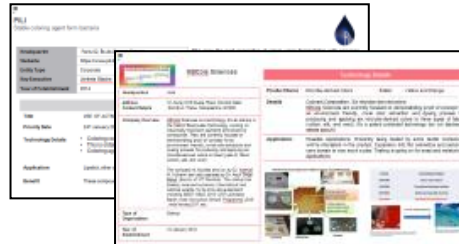
1

Technology Landscape



2

Competitive Landscape



3

Opportunities Assessment



Thank you

North America

55 Madison Ave, Suite 400
Morristown, NJ 07960
USA
T: +1 212 835 1590

Europe

Stadsplateau 7
3521 AZ Utrecht
The 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