

LUX RESEARCH - CONSULTING PRIOR WORK EXAMPLE

Prioritizing partnership and acquisition targets in the functional food & nutrition ingredients market

Delivered value:

Lux recommended four prototype candidates for acquisition and our Client used the findings to obtain a war-chest of \$200M to execute the transaction, and further retained Lux to diligence the acquisition candidates.

Problem to be solved:

A top 3 Japanese trading firm approached Lux Research to understand the opportunities in the global functional food & nutrition ingredients market, and to identify potential candidates for acquisition.

Lux Solution:

Lux evaluated and quantified the impact of various megatrends on the ingredient market, including identifying the target consumer, and consumption/adoption patterns.

Lux assessed the current research in ingredient science, extraction/formulation technologies, and products currently in the market to prioritize the target health indications (gastrointestinal, cognitive, cardiovascular, metabolism, and others).

Lux evaluated supply chain considerations and competitive constraints to identify the key attributes for an acquisition candidate that is well placed in the ingredient market.

Lux utilized these criteria to screen and analyze 40 acquisition candidates across botanicals, omega-3 fatty acids, probiotics, prebiotics, and other ingredient families.

