

Maltodextrin & Dry Glucose Syrup in Food Applications Supply and Demand Patterns Global

MULTICLIENT STUDY PROPOSAL

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for

CLIENTS OF THE MULTICLIENT STUDY

by

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1. INTRODUCTION

Maltodextrins and dry glucose syrups are a versatile range of products used for bulking, texture, and sweetness in food products. Their neutral taste and moderate to high-solubility facilitates their use in products ranging from ice cream and frozen products to baby foods, soups and sauces, and as a carrier for flavors and other food ingredients.

With the growing demand for long shelf-life products, driven by the Covid-19, pandemic, combined with expanding applications in baked goods formats, such as cereal bars and sports and performance nutrition, as well as the demand for non-sucrose sweeteners, there is growing demand for maltodextrins in many applications. However, the clean-label trend has been given additional traction by the pandemic due to its associated perception of healthiness, and this may pose a challenge to the utilisation of maltodextrins in many application areas.

Giract will undertake a comprehensive study to explore supply and demand of maltodextrins and dry glucose syrups in food applications. Giract is well-placed to complete such a project given its substantial work in the area of starch derivatives and sweeteners, a summary of which is included below.

Selected Work in Starches, Starch Derivatives, and Sweeteners

Year	Study
2020	Starch and Derivatives Global Production and Supply, 8 th Edition
2018	Global Starch Demand Patterns in Food
2016	Industrial Starches Supply and Demand, Iran, Saudi Arabia, UAE
2015	Starch and Derivatives Global Production and Supply, 7 th Edition
2013	Starch and Derivatives Global Production and Supply, 6 th Edition
2012	Global Patterns of Starch Demand
2010	Starch and Derivatives Global Production and Supply, 5 th Edition
2008	Global Patterns of Starch Demand
2007	Starch and Derivatives Global Production and Supply, 4 th Edition
2004	Starch and Derivatives Global Production and Supply, 3 th Edition
2000	Starch and Derivatives Global Production and Supply, 2 th Edition
1996	Starch and Derivatives Global Production and Supply, 1 th Edition
1995	EC Market for Starches, Hydrolysates, and Polyols
1992	EC Market for Starches, Hydrolysates, and Polyols

Giract will draw on its extensive work in end use sectors such as soups, sauces, baby foods, confectionery and similar relevant product groups carried out in the recent past, and its vast experience in the whole starch system, including dextrose, glucose, and maltodextrins.

2. OBJECTIVES AND SCOPE

2.1. OBJECTIVES

To provide a comprehensive understanding of the supply and demand structure of the global markets for maltodextrins and dry glucose syrup in the food sector

This includes the following:

- Analysis of the current production volumes of these ingredients by manufacturer
- Trade and availability volumes
- Indicative prices (derived from supply and demand)
- Current demand and forecast volumes for the products by application
- Provide the key, large-volume end-users, and estimates of their typical usage volumes for these products
- End-user perspectives
- Actionable recommendations

2.2. SCOPE

2.2.1. PRODUCTS

- 'Low DE maltodextrin/dextrin' approx. DE 3–9
- 'Standard maltodextrin' approx. DE 18–20
- 'Dry glucose syrup' approx. DE 20+

Spray-dried formats for those products >DE 20; both dried and liquid formats for <DE20, any other maltodextrin/glucose products referenced by users will also be considered.

Every effort will be made to distinguish between fine grade (small particle size) and coarse grade (large particle size) maltodextrins, where these are present in the market, in both supply and demand.

2.2.2. END-USE SECTORS

- Soups (dehydrated and liquid)
- Sauces (dehydrated and liquid)
- Thickeners, custard, fat-based fillings, and related products
- Baby foods
- Baked goods
- Table top sweeteners
- Powder beverage mixes, coffee creamers, etc.
- Ice creams, frozen products
- Carrier applications for flavors/food ingredients
- Others applications, where observed. For example, sports and performance nutrition

2.2.3. GEOGRAPHICAL

North America (USA+Canada+Mexico)

Europe (EU27, UK, Norway, Switzerland)

Asia (China, India, Thailand, Indonesia, Vietnam)

LATAM (Brazil, Colombia, Other LATAM)

2.2.4. TIME-SCALE

Current: 2021; forecasts: 2026

3. METHODOLOGY

3.1. BACKGROUND EVALUATION

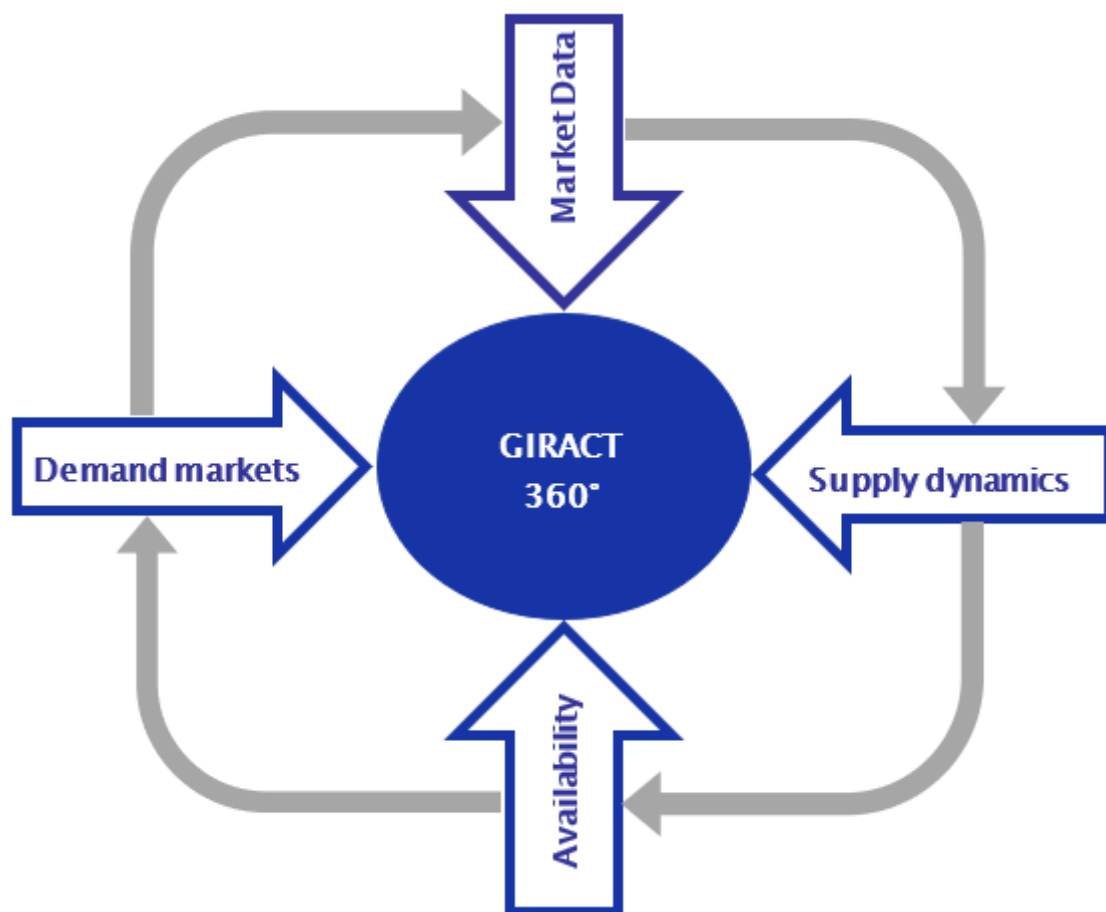
The work will begin with an evaluation of Giract’s in-house and public-sector databases.

Giract will draw on information from its own earlier studies. Along with this, public databases will provide a part of the major (supply/demand) and minor (regulatory barriers, production, patents, etc.) trends in the market.

Giract will draw on proprietary end-sector databases, as well as company information to provide the information relevant to understanding the end-use sectors in detail.

3.2. FIELD-WORK METHODOLOGY

Giract follows a 360° methodology that involves multiple levels of analysis and rounds of discussions with both suppliers and end-users before arriving at the conclusions of the project. The 360° analysis is summarized in the diagram below -



3.3. SUPPLIER INTERVIEWS

Focused interviews will be conducted with the identified suppliers (both producers and distributors) of maltodextrin and dry glucose syrup **across the different regions**. These interviews will focus on identifying the capacity, production, strengths and weaknesses, customer profile, and their understanding of the market and demand trends. Distributors/traders will also be interviewed to obtain a clear picture of the supply scenario.

3.4. DEMAND INTERVIEWS

Simultaneously, interviews will be conducted with demand companies to ascertain their views on maltodextrin and/or dry glucose syrup, and to verify the information provided by the suppliers. Interviews will be conducted across the different end-use categories, and across the different regions.

A sample demand discussion guide is given below, subject to changes during the interview process:

Company name

123 The street
AB-1234 This town
That country
Tel: +1 234 5678901
www.company.com

Relevant products

Can you indicate what key end-products your company is producing? (to be combined with desk research)

Background

What is your company's turnover – Global and in the selected countries? (to be combined with desk research)

In which countries does your company sell its products?

What market position do you believe your company has in the selected countries? (per country of scope of project)

General issues on maltodextrin/dry glucose syrup usage by the company

Which maltodextrin/dry glucose syrup products do you use? Why?

What grades are used? Fine/coarse?

Typical dosages used, by product type?

What advantages do they have in their applications?

What disadvantages do they have in their applications?

Is GMO/statutory warning labelling an issue? Is this changing?

Which criteria are the most important in selecting a maltodextrin/dry glucose syrup (technical/functional, ease of use, cost, origins, blends, calorific value...)?

Sourcing

From where do you source maltodextrin/dry glucose syrup?

- Supplier
- Brand
- Country/region

What DE is this/these products?

What are the key considerations when sourcing maltodextrin/dry glucose syrup?

What do you require from suppliers of maltodextrin/dry glucose syrup?

- Post sales technical support
- Application development
- Advice/guidance on legislative/regulatory frameworks
- Etc.

How much do these ingredients cost? Identify grade (fine/course) where possible

How much do you use per year (volume)?

Is the maltodextrin/dry glucose syrup stored? How?

Outlook/future use

How has Covid-19 impacted your current or future plans for maltodextrin/dry glucose syrup use? *Note, this will largely be sector dependent*

What are the main consumer trends driving the use of maltodextrin/dry glucose syrup?

What are the main consumer trends that pose a challenge to the use of maltodextrin/dry glucose syrup?

Do consumers have particular preferences for source materials for these ingredients? For example, maize, wheat, potato.

Do consumers have concerns regarding GM sourcing of these ingredients?

How is the name “maltodextrin” perceived by consumers? Is it considered “clean label”

Do you anticipate your usage to increase over the next 5 years? Why?

Do you anticipate your usage to decrease over the next 5 years? Why?

Has/is the company considering reformulating any products to remove/add maltodextrin/dry glucose syrup? Why? Which products? Which competitor ingredients?

Have competitor ingredients been tested already? Which ones? Outcome?

Which attributes of maltodextrin (low viscosity, high solubility, flavor profile, transparency in solution, etc.) are most important when looking for a replacement ingredient?

4. REPORT FORMAT/TIMING/BUDGET

4.1. REPORT FORMAT

The report will be presented as a searchable PDF document.

4.2. TIMING

An elapsed time of 12 weeks is required for fulfilling this project from the date of signing the contract. Interim project meetings will be held at mutually-convenient times—typically, every three weeks.

4.3. BUDGET

The project can be accomplished within a budget of EUR #####

A presentation of the study will be delivered following submission of the report. There is no time cost for the preparation of this presentation. Travel and accommodation for two Giract personnel will be charged on actuals, if the presentation is to be held at the client's offices. Alternatively, the presentation can be made online, for which there is no additional cost.

5. GIRACT TEAM

The Giract research team calls on 50 years of research experience in the ingredients and end-product markets, together with a wide range of multi-client and proprietary studies in all the major categories of food ingredients. The Giract research team includes:

Dr. Velamur Krishnakumar: B.Tech (Chem), MBA, Dipl. Computer Science, PhD in Management Science: Managing Director of Giract. Krishna's early work experience was in consumer marketing – first in McCann Erickson Advertising and later as Product Manager at what is currently known as GlaxoSmithKline. He then joined Giract in Geneva, Switzerland where he is currently the Managing Director. Krishna has published many articles on food ingredients and has addressed various International Conferences. He is a Professional Member of the IFT and has chaired the Vitafoods Conference over many years. With a vast experience in international food and food ingredient markets, he has managed numerous strategic and operational projects across almost all ingredient sectors. He also chaired many other ingredient conferences including omega 3, fibres, probiotics, etc.

Dr. Graham C. Robinson: PhD Biochemistry (Cambridge, UK). Graham has spent 10 years working in research laboratories, first in Norwich and then in Cambridge in the UK, as well as Geneva, Switzerland. He is a specialist in fermentation technology, bioreactors, and microbial production methods, and has substantial experience of small-molecule production, processing, and purification techniques. He joined Giract in 2017, in order to bring his technical expertise to the world of technical ingredients.

Dr. Kaushik Ramakrishnan Shankar: PhD Biotechnology. Kaushik has taught courses in sensory analysis of foods, practical food analysis, and Intellectual property at Anna University, Chennai. He began his professional career with PR Biotech, a start-up manufacturing Stevia based sweeteners, where he was responsible for product formulation and start-up of the production unit. Kaushik moved on to Frost and Sullivan in 2009 where he analysed global markets for food and beverage ingredients. He joined Giract as an analyst in 2012.

Dr. Russell Ward: PhD Surface Chemistry (Bristol, UK). After post-doctoral research at CNRS in France, his career in consumer products began with Unilever. For Benckiser he was responsible for launching detergent products in Hungary, Romania and China. Russell worked for Danone as Development Director Dairy – Central & Eastern Europe and for Sara Lee as VP R&D Coffee & Tea. In 2008, he established his own consultancy and, as an Associate to Giract, has been responsible for Giract's GiTex events and contributed to studies on soluble fibres, infant formula, bakery enzymes and protein ingredients. He joined Giract as Consultant – Research and Marketing Director in January 2012, and is now a Partner of the company.