

Industrially Packed Puree

CASE STUDY

January 29 , 2024



Industrially Packed Puree: Revealing Technological Advancements, Pricing Trends, and Competitive Strategies



Business Objective

Our client, a prominent wholesaler in the puree market, seeks a comprehensive understanding of the industry landscape. This entails analyzing pricing dynamics, technological advancements, and competitive strategies within the industrially packed puree sector. Key areas of focus include evaluating puree specifications, assessing packaging strategies, shelf-life analysis and conducting in-depth service region analysis . Additionally, the client aims to benchmark competitors to identify strategic growth opportunities and enhance market positioning.



Project Breakthroughs

Our thorough research approach, based on secondary sources, yielded a detailed analysis of the technological elements and competitive dynamics within the industrially packed puree sector. The research addressed crucial business inquiries, encompassing the following set of business questions:

1. Puree Specifications:

- What types of fruits are used in single-ingredient and multi-ingredient puree products, and in what forms are these purees available (e.g., general, frozen, concentrated) ?
- What is the nature of the fruits used in making fruit puree products (e.g., organic, conventional)?
- What are the different application areas where single-ingredient and multi-ingredient puree products are utilized (e.g. beverage, bakery, culinary, baby targeted puree etc.)?

2. Company Capabilities:

- Which processing technologies do companies utilize in the production of puree products?
- What is the typical shelf life of puree products manufactured by companies?
- What is the extent of research and development, including patent filings and manufacturing facilities, among companies operating in the USA and Canada regions?
- How have companies engaged in strategic initiatives such as partnerships, funding, investments, licensing, agreements, and collaborations?

3. Competitive Landscape:

- Which companies are top competitors in the market of puree products?
- Who are the client's primary competitors in the market?
- What is the product portfolio of top competitors in the market of puree products?
- What are the strengths, weaknesses, opportunities, and threats (SWOT) of the top competitors in the market?

4. Packaging Analysis :

- What packaging methods do companies use for their finalized products, and what materials are utilized for their packaging?

5. Pricing Analysis

- How do wholesalers price their puree products?

6. Service Region-Analysis:

- What are the service areas for companies based in the USA and Canada involved in puree production?

Wissen APPROACH (1/3)

Wissen conducted extensive secondary research focused on industrially packaged puree, with particular emphasis on analyzing the competitive landscape and technology trends

Service Provided

What Questions it Answered?

How it helped the client ?

Technology Research

Product Analysis

Puree Specifications

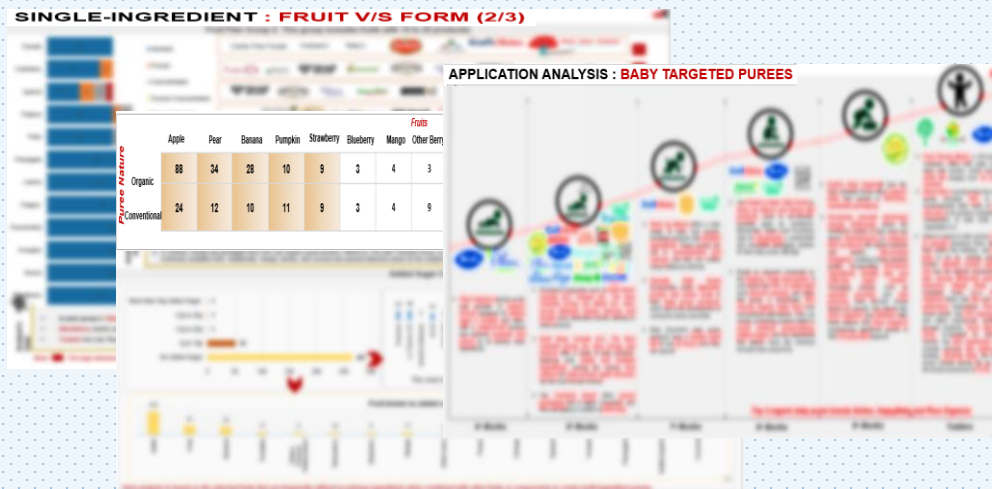
- **Fruit Type** - **Mango, Apple, Strawberry, and Raspberry** are the most popular fruits for puree products, with the highest number of products made from them.
- **Fruit Nature** - In the US, key players in the market offer portfolios of single-ingredient purees sourced from both **organic and conventional fruits**.
- **Application Analysis** - **Multi-ingredient apple-based puree** stands out as the **preferred choice** in the **domestic end industry**

This information enabled the client to make informed decisions on product offerings, sourcing strategies, and formulations, ultimately bolstering their competitiveness and market standing.

Company Capabilities

- **Processing Technologies** - **Pastry Star's** adoption of **Kettle Production** is **notable**. Their **vacuum and atmospheric kettles consistently deliver top-tier quality** for a variety of products, whether it's a smooth gel, liquid, or those with whole fruit pieces.
- **Manufacturing Facilities** - Major brands like **Nestle, Danone, and Kroger** have established their manufacturing facilities within the **United States**

These insights provided valuable knowledge about industry-leading processing technologies and prominent manufacturing facilities. This understanding empowered the client to enhance operations, pursue collaborations, and expand market reach strategically.



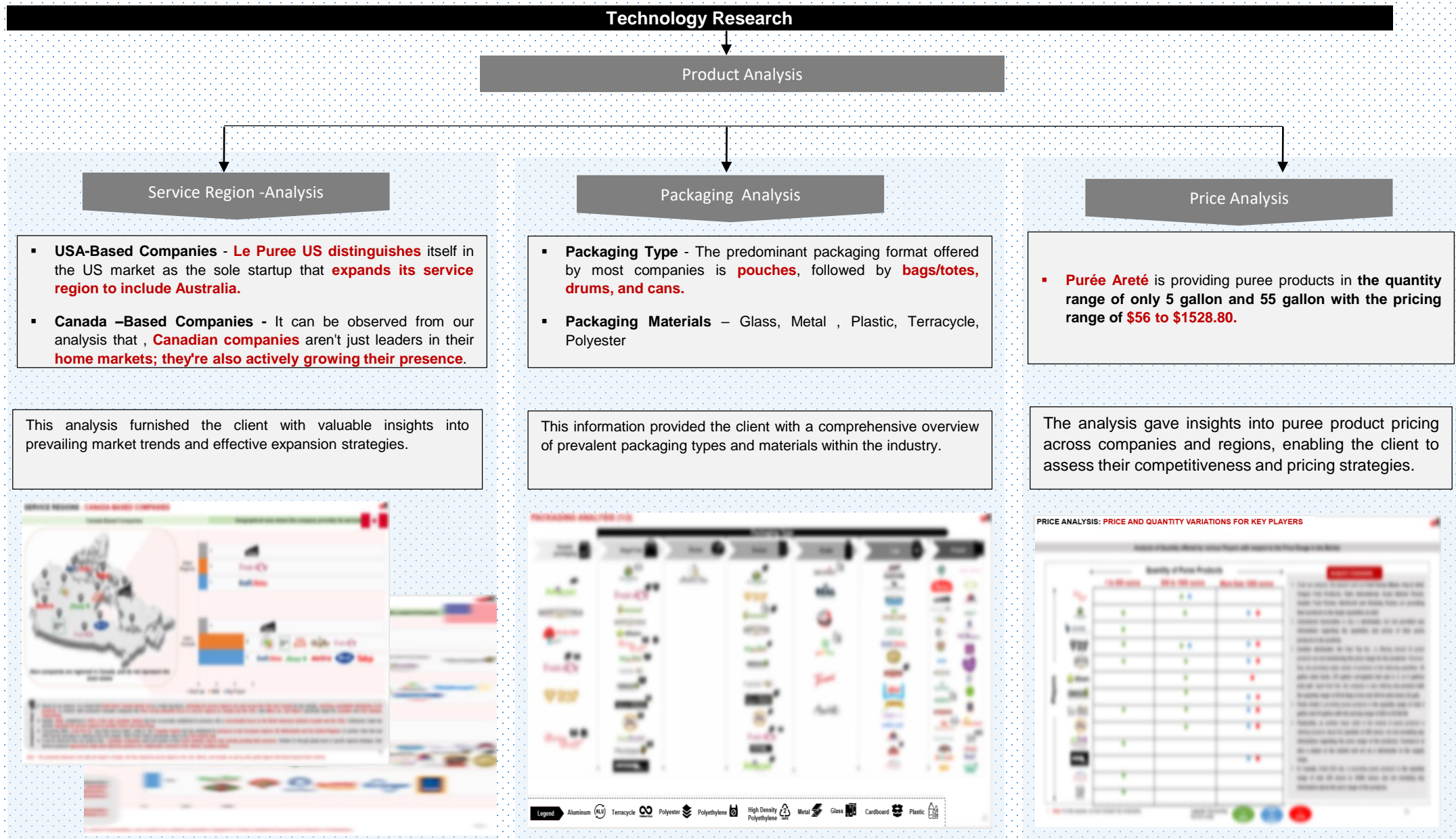
Wissen APPROACH (2/3)

Wissen conducted extensive secondary research focused on industrially packaged puree, with particular emphasis on analyzing the competitive landscape and technology trends.

Service Provided

What Questions it Answered?

How it helped the client ?



Wissen APPROACH (3/3)

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Service Provided

What Questions it Answered?

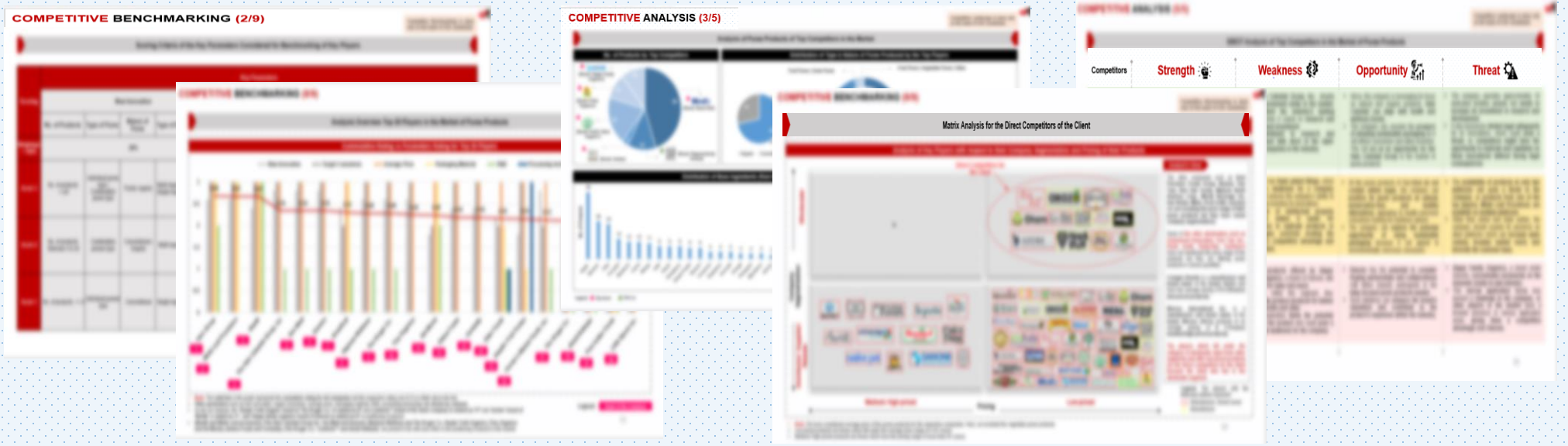
How it helped the client ?

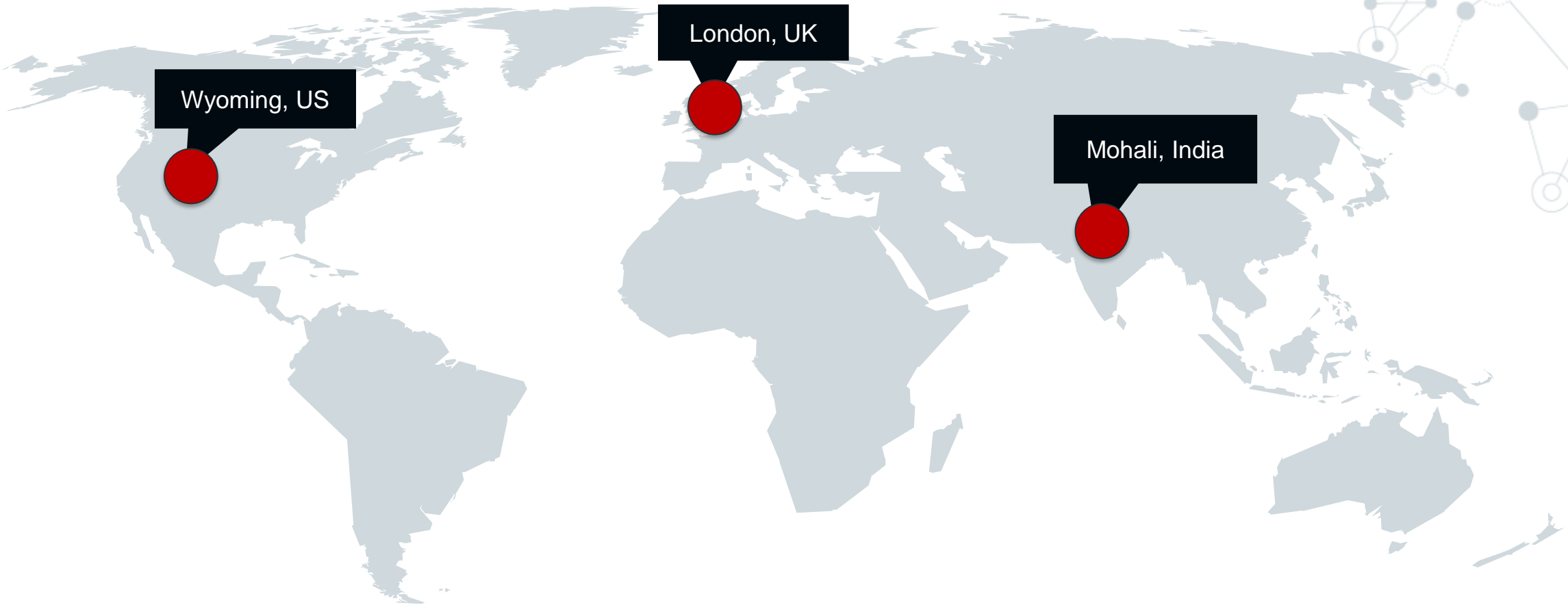
Technology Research

Competitive Analysis

- **Top Competitors** - Top 5 competitors in the market of puree products include **Hero group**, White Leaf Provisions , Nestle, The Hain Celestial Group and Sun Maid.
- **Start-Up Analysis** - White Leaf Provisions is **leading start-up** in the baby food industry. They not only offer **high-quality, organic, and sustainable products** but are **champions in maintain environmental friendly practices**. Their commitment to **regenerative farming, Glyphosate Residue Free certification**, and recyclable packaging **reflects a dedication to the well-being of babies and the planet**.

Competitive analysis helped the client by providing insights into their competitors' strategies, strengths, and weaknesses. This information allowed the client to identify opportunities and threats in the market, refine their own strategy, differentiate their offerings, and ultimately improve their competitiveness.





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