

Prepare for 21st Century Population Growth



situation



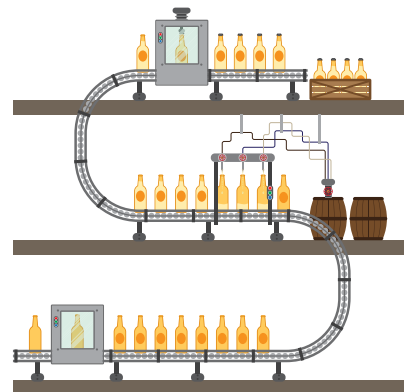
A global conglomerate had to develop long-term product and R&D strategies across several nutrition and health related business units.

approach



Following primary research and analysis, Fuld + Co. developed four in-depth plausible future scenarios extending to the year 2050 across widely divergent industry and market conditions.

analysis



The scenarios highlighted future food manufacturer needs for providing ample protein to a burgeoning global population.

value



The client set detailed strategies covering product innovation, investments and acquisitions, and licensing to position itself as an ingredients and technology supplier that will meet future food manufacturer needs.