



XANTHAN REPORT MARCH 2010

Summary

Introduction to the Market

Suppliers

CP-Kelco
Danisco (former Rhodia) , Melle, France
Jungbunzlauer, Pernhofen, Austria
Cargill, Baupte, France & Zibo China
Archer Daniels Midland (ADM), Decatur, IL, USA
Shandong Deosen Company, Zibo, Shandong province, PR China
Shandong Fufeng Fermentation Co.,Ltd, Shandong Province, PRC and Fufeng Bio-tech Co.
Other Chinese manufacturers

Food Market

2009 Overall Sales
Food Trends
North America
Asia Pacific
Latin America
Middle East and Africa
Overall Food Forecast

Oilfield Market Segment

Introduction
Influence of Rig Count.
Market Structure
Outlook

Home Care/Personal Care/Pharma/Oral Care:

Home Care:
Pharma and Personal Care
Outlook:

Critical Success Factors

Product Quality:
Production Cost:
Size:
Distribution & Support:
Product specialization:

Future issues

Appendices

Appendix 1: Sales by End use
Appendix 2: Chinese xanthan sales
Appendix 3 Sales to Oilfield Drilling vs Rig Count
Appendix 4: Sales by Region/Segment
Appendix 5: Sales by Manufacturer
Appendix 6 SWOT Analysis