

***“To Study the Market Analysis of Acne
Controlling & Hair Fall Controlling/Hair
Growing Brands”***

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(1) INTRODUCTION

What is acne?

- **Acne is a chronic skin condition that affects most people at some point during their life. It causes spots to develop on the skin, usually on the face, back and chest.**
- **Acne is thought to be caused by changes in hormones that are triggered during puberty.**
- **Acne is the common cause of spots. Most people with acne are aged between 12 and 25 but some older and younger people are affected. Boys are more commonly affected than girls.**

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- **Acne usually affects the face but may also affect the back, neck and chest. The severity can range from mild to severe**
 - **.About 8 in 10 teenagers develop some degree of acne. Often it is mild. However, it is estimated that about 3 in 10 teenagers have acne bad enough to need treatment to prevent scarring.**
 - **Untreated acne usually lasts about 4-5 years before settling. However, it can last for many years in some cases.**
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HOW COMMON IS ACNE?

- **Acne is the most common type of skin condition. It is most widespread among older children, teenagers and young adults.**
- **Around 80% of 11 to 30-year-olds are affected by acne. Most acne cases in girls occur between the ages of 14 to 17, and in boys the condition is most common in 16 to 19- year-olds.**
- **The symptoms of acne usually disappear when a person is in their twenties.**
- **However, in some cases, acne can continue into adult life, with approximately 5% of women and 1% of men over 25 continuing to experience symptoms**

TREATMENT

- **(1) Topical therapy**
- **Topical therapy is useful in mild and moderate acne, as monotherapy, in combination and also as maintenance therapy:-**
- **A. Benzoyl peroxide**
- **It is an effective topical agent since many years and is available in different formulations (washes, lotions, creams, and gels) and concentrations (2.5–10%).**
- **B. Topical retinoids**
- **Retinoids have been in use for more than 30 years.**

CONT. . .

- **C. Topical antibiotics**
 - **Many topical antibiotics formulations are available, either alone or in combination. They inhibit the growth of *P. acne* and reduce inflammation.**
- 2) Systemic antibiotics**
- **Oral antibiotics are indicated in mainly moderate-to-severe inflammatory acne. Tetracyclines and derivatives still remain the first choice. Macrolides, co-trimoxazole and trimethoprim are other alternatives for acne.**

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- **(3) Oral isotretinoin**
- **Oral retinoid is indicated in severe, moderate-to-severe acne or lesser degree of acne producing physical or psychological scarring, unresponsive to adequate conventional therapy.**
- **The approved dose is 0.5–2 mg/kg/day, which is usually given for 20 weeks.**

CONT. . .

- **Some of most considering brands for acne treatment which are available in the market like such as:-**
- **Isotroin tablet & capsule-10mg, 20 mg**
- **Isogold capsules**
- **Deriva cms**
- **Tretiva**

(B) HAIR FALL CONTROLLING /HAIR GROWING

- **Hair loss is the most common problem now a days which is says in medical terminology “alopecia”.**
- **Alopecia is the general medical term for hair loss. There are many types of hair loss with different symptoms and causes.**
- **Some of the more common types of hair loss are described below, including:**
 - **Male and Female-pattern hair loss**
 - **Alopecia reata**
 - **Scarring alopecia**
 - **Anagen effluvium**
 - **Telogen effluvium**

CONT. . .

1) **Male- and female pattern hair loss**

- **Male pattern hair loss is the most common type of hair loss, affecting around half of all men by 50 years of age.**

2) **Alopecia areata**

- **Alopecia areata causes patches of baldness about the size of a large coin. They usually appear on the scalp but can occur anywhere on the body. It can occur at any age, but mostly affects teenagers and young adults.**

CONT. . .

3) **Scarring alopecia**

- **Scarring alopecia, also known as cicatricial alopecia, is usually caused by complications of another condition.**
- **In this type of alopecia, the hair follicle (the small hole in your skin that an individual hair grows out of) is completely destroyed. This means your hair won't grow back.**

4) **Anagen effluvium**

- **Anagen effluvium is widespread hair loss that can affect your scalp, face and body.**

CONT. . .

- **One of the most common causes of this type of hair loss is the cancer treatment chemotherapy. In some cases, other cancer treatments – including immunotherapy and radiotherapy – may also cause hair loss.**

5) Telogen effluvium

- **Telogen effluvium is a common type of alopecia where there is widespread thinning of the hair, rather than specific bald patches**

TREATMENT: -

- **Minoxidil**
- **Minoxidil is available as a lotion you rub on your scalp every day. It's available from pharmacies without a prescription.**
- **The medication contains either 5% or 2% Minoxidil**
- **Minoxidil lotion**
- **Minoxidil lotion is applied to the scalp and can stimulate hair regrowth after about 12 weeks**

CONT. . .

- **Some of the most considering brands are available regarding hair fall controlling & hair growing in the market like such as**
- **Mintop tablet, Mintop lotion**
- **Tugain**
- **Hair for u**
- **Folli hair**
- **Hygain lotion**

(2) LITERATURE REVIEW

- **ACNE CONTROLLING**

- **Isotretinoin is currently authorized in the UK for the treatment of severe forms of acne (such as nodular or conglobated acne or acne at risk of permanent scarring) which is resistant to adequate courses of standard therapy with systemic anti-bacterial and topical therapy.**

- **HAIR FALL CONTROLLING**

Minoxidil (Rogaine) is a vasodilator. It was originally used as the oral drug Loniten to treat hypertension, and discovered to cause hair growth as a side effect. Upjohn received FDA approval to market a topical solution that contained 2% minoxidil as Rogaine

OBJECTIVE

- **To find out the chemist area wise in Jaipur where the products are available regarding acne controlling & hair controlling.**
- **To study the SWOT analysis of acne controlling & hair growing market.**
- **To find out the market player regarding acne controlling.**
- **To find out the market player regarding hair growing.**

RESEARCH QUESTION

- **In which area products are available regarding acne controlling & hair growing?**
- **What are strengths, weaknesses, opportunity & threats in the market regarding acne controlling & hair growing brands?**
- **Who is the market leader regarding acne controlling?**
- **Who is the market leader regarding hair growing?**

RESEARCH METHODOLOGY

- **Step 1-Listing and mapping of retailers selling the products of both categories: -**
- **Listing of retailer area wise was done in Jaipur city who were keeping acne controlling brands & hair growing / hair fall brand.**

S.NO.	CHEMIST NAME(RESPONDENTS)	AREA
1	Shiv Medicals	SMS Hospital
2	Capital Medicoz	SMS Hospital
3	Sarvodaya	SMS Hospital
4	Medicure centre	SMS Hospital
5	Medicine Centre	SMS Hospital

6	Hind Medicals	SMS Hospital
7	Kiran Medicals	SMS Hospital
8	Sona Medicals	SMS Hospital
9	Jaina Medicals	SMS Hospital
10	Ashok Kumar Medicals	SMS Hospital
11	Adinath Medical Store	SMS Hospital
12	Bharat Medicals	SMS Hospital
13	Sharma Medicals	SMS Hospital
14	New Medicals	SMS Hospital
15	Rajasthan Medicals	SMS Hospital
16	Kochman Medicals	SMS Hospital
17	Home Medicals	SMS Hospital
18	Redicure	SMS Hospital
19	S.I.medicals	SMS Hospital
20	Om Medicals	SMS Hospital
21	Heena Medical Store	SMS Hospital
22	Vishal Medical	SMS Hospital

23	Vinayak Medical	SMS Hospital
24	Hindustan Medical	SMS Hospital
25	Hari Om Medicals	SMS Hospital
26	Surana Medical	SMS Hospital
27	Vijay Medicals	SMS Hospital
28	Heera Medical Store	SMS Hospital
29	Harsh Medical Store	SMS Hospital
30	Jain Medicals	Raja Park
31	Aggrawal Medicals	Raja Park
32	Nu Medical Store	Raja Park
33	Ashwini Medical Store	Raja park
34	Mahalaxmi Medical Store	Raja Park
35	Ankur Medical Store	Raja Park
36	Mahindra Medical	Raja Park
37	Kishor Medical Store	Raja Park
38	Medline Medicals	Raja Park
39	Vikas Medical Store	Raja Park
40	Medilife Care	Raja Park
41	Simmi Medical	Raja park
42	Manoj Medical Store	Raja park

43	Mohit Medical Store	Raja park
44	Sanjay Medicoz	Pratap Nagar
45	Raj Shree Medicals	Pratap Nagar
46	Khandelwal Medical Store	Pratap Nagar
47	Hariyana Medical Agency	Pratap Nagar
48	Jyoti Medical Store	Malviya Nagar
49	Ujjwal Medical Store	Malviya Nagar
50	Annapurna Medical & Provision Store	Malviya Nagar
51	Koral Medical & Provision Store	Malviya Nagar
52	Bohra Medical Store	Malviya Nagar
53	Shiv Medicals	Malviya Nagar
54	Sethi Medicals	Malviya Nagar
55	Sun Pharmacy	Malviya Nagar
56	Sampurna Medicals	Malviya Nagar
57	Shreegirdhar Medical Centre (Shree Girdhar Hospital)	Malviya Nagar
58	Pinky Medical Hall	Vidyadhar Nagar
59	R.D.Medicose	Vidyadhar Nagar
60	Shree Shyam Medicos	Vidyadhar Nagar

61	Laxmi Medical and Provison Store	Vidyadhar Nagar
62	M. K. Medical	Vidyadhar Nagar
63	Shiv Shakti Medical	Vidyadhar Nagar
64	Shree Ram Medical	Vidyadhar Nagar
65	Shree Ram Medical Store	Vidyadhar Nagar
66	Khadelwal Medical	Vidyadhar Nagar
67	Mittal Medical and General Store	Vidyadhar Nagar
68	Shree Balaji Medical and Provison Store	Vidyadhar Nagar
69	Kapil Medical and Provision Store	Vidyadhar Nagar
70	Gupta Medical & general store	VIDHYADHAR NAGAR

- **Step 2- Secondary data was used to identify the acne control and hair fall control. Further secondary data was used to carry out a SWOT analysis for both categories**

SWOT ANALYSIS OF ACNE CONTROLLING

<u>STRENGTH</u> 1. Wide range of products and good availability & distribution. 2. one of the Most growing segment	<u>WEAKNESS</u> 1. Stiff segment with a lot of brands competing for market share 2. Limited penetration in some of the major growing economies
<u>OPPORTUNITY</u> 1.Senior citizen population is a large growing market segment which should be given focus 2.A potential huge market has been spotted on men cosmetic sales	<u>THREATS</u> 1. Presence of strong competition 2.Unstable demand-price ratio 3.Price war with other brands

CONT. . .

SWOT ANALYSIS OF HAIR FALL CONTROLLING/HAIR GROWING

STRENGTH

1. High quality products.
2. one of the Most growing segment

WEAKNESS

1. Market share is limited due to presence of strong competition
2. More emphasis needs to be put on increasing reach of product

OPPORTUNITY

1. Can also launch shampoo and conditioner of same brand.

THREATS

- 1.Plenty of competitors
- 2.Almost no differentiation
- 3.ayurvedic treatment

CONT. . .

- **STEP 3: -**
- **RESEARCH DESIGN**
- **Regarding the study a market survey was designed which was moreover an exploratory study. The Study is based on secondary and primary data. Field research was done to identify and map the retailer's area wise who were keeping the brands of both category. Further this study further explore, what is the current market scenario of acne controlling brands & hair fall controlling brands who is the market leader in this segment from chemists. For analyzing the data MS excel was used.**
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- **Research area:- SMS Hospital, Raja park, Malviya Nagar, Pratap Nagar, Vidyadhar Nagar**
- **Study duration:- Two months**
- **Sample frame:- Chemist shops**
- **Sample population: - chemist of the selected research area.**

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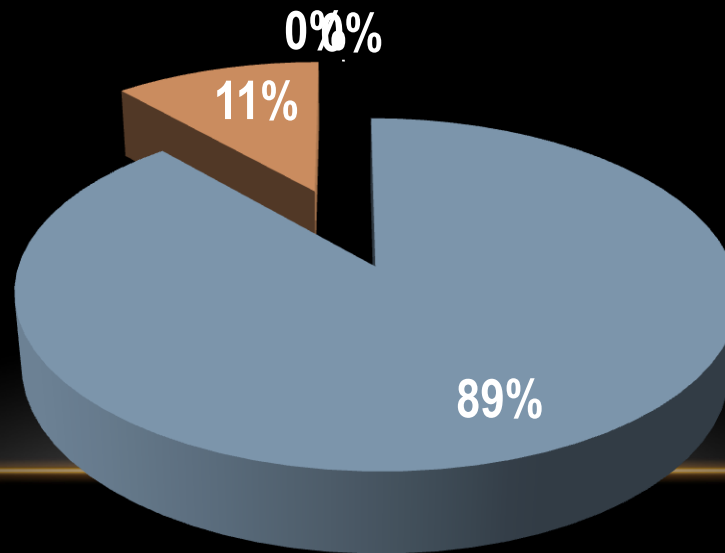
- **Sample size:- 70**
- **Tool used for data collection:- Semi structured questionnaire(For primary data)**
- **Tool used for data analysis:- Microsoft Excel**
- **Data collection technique: - Face to Face Interview & telephonic.**
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(7) RESULTS & FINDINGS

(A) CHEMIST RECEIVED PRESCRIPTION IN A DAY

Total Respondents	<5	5	10	>10
70	62	8	0	0

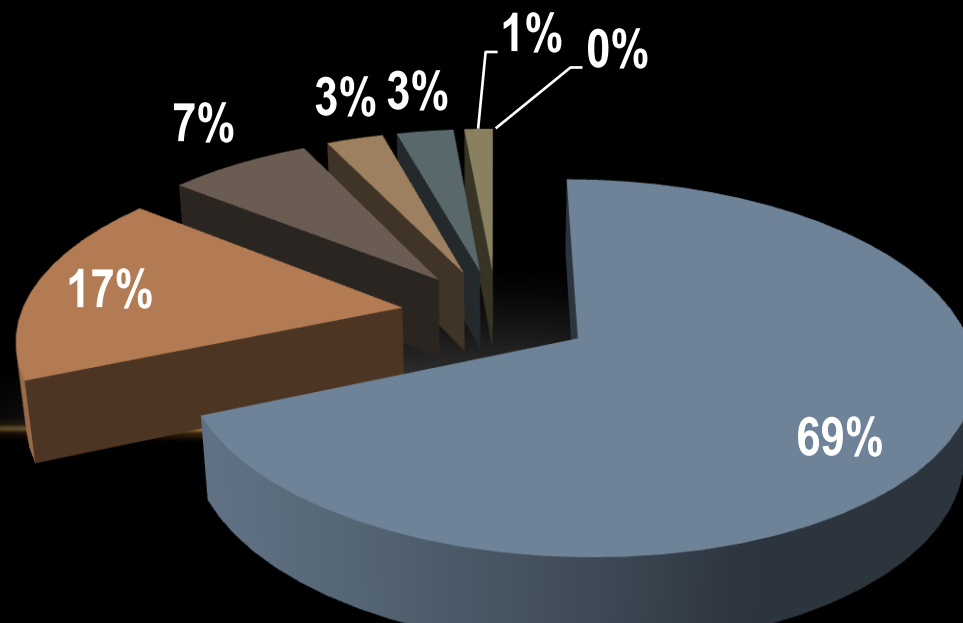
■ <5 ■ 5 ■ 10 ■ >10



(2) MARKET LEADER REGARDING ACNE CONTROLLING

Total Respondents	70
Isotroin	48
Isogold	12
Isopril	5
Tretiva	2
Deriva CMS	2
Retino-A	1
Acnecin	0

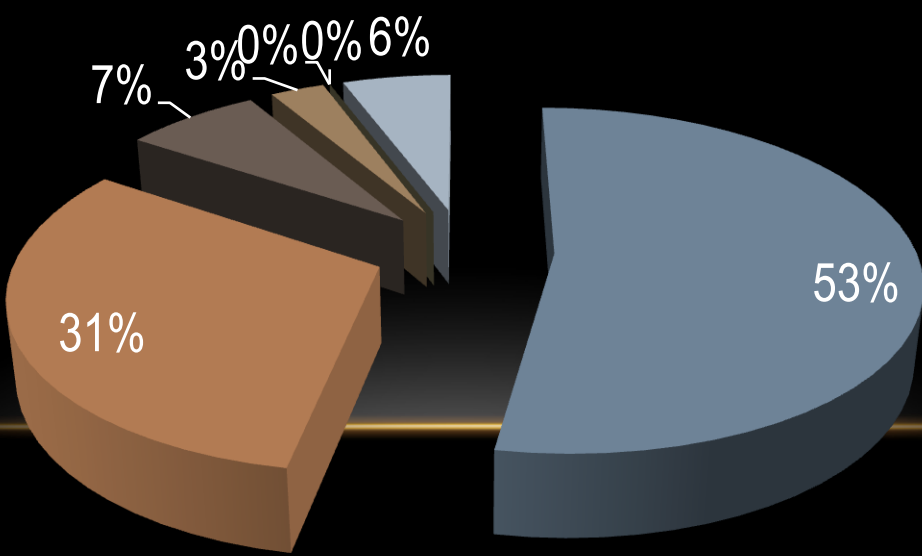
■ isotroin ■ isogold ■ isopril ■ tretiva ■ deriva cms ■ retino-a ■ acnecin



(3) Market leader regarding hair growing / hair fall controlling brands

Total Respondents	70
Mintop	37
Tugain	22
Hair 4 u	5
Gromane	2
Hygain	0
Lonitab	0
Follihair	4

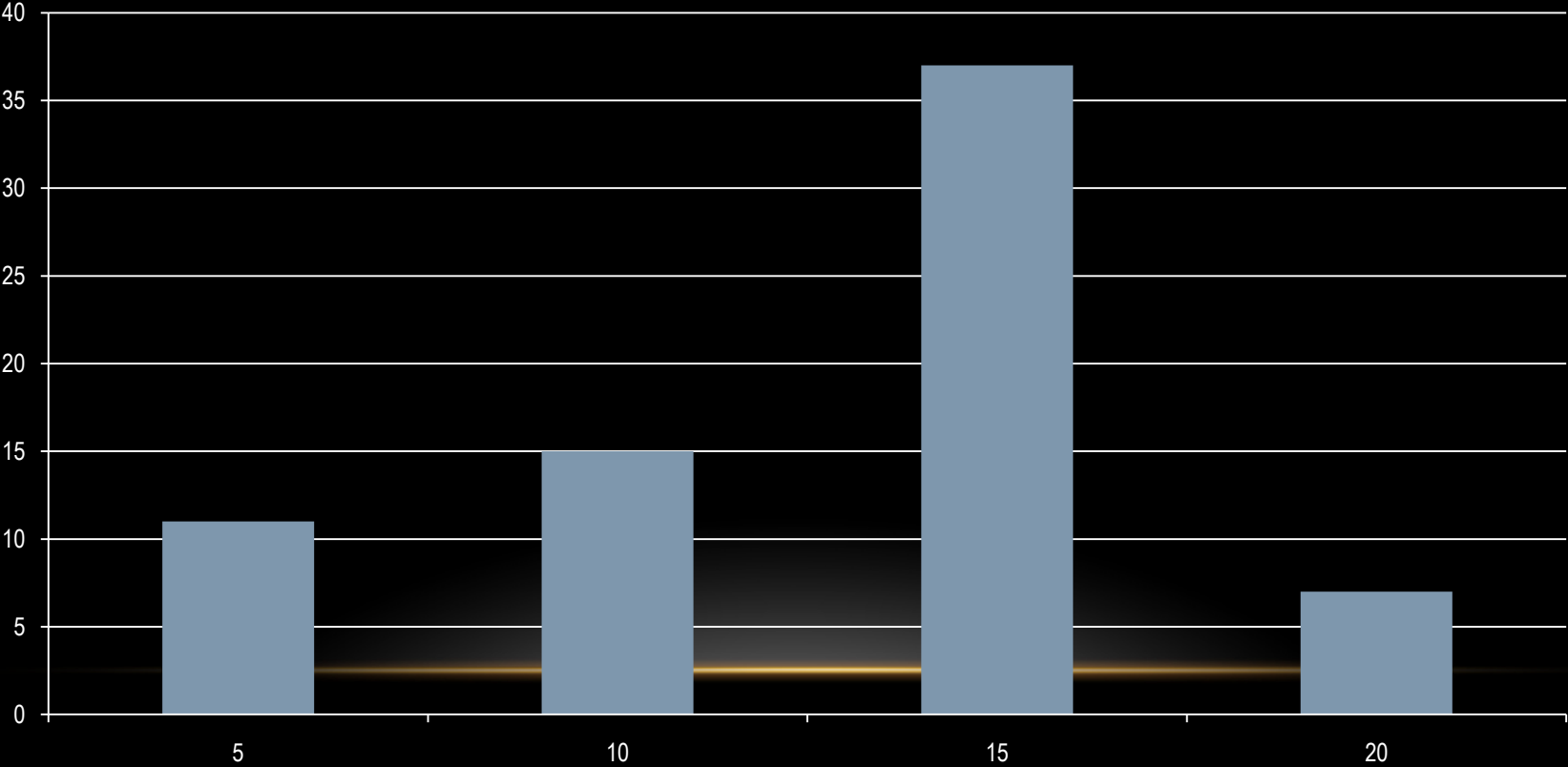
■ mintop ■ tugain ■ hair 4 u ■ gromane
■ hygain ■ lonitab ■ follihair



(4) No of Brands available regarding acne controlling

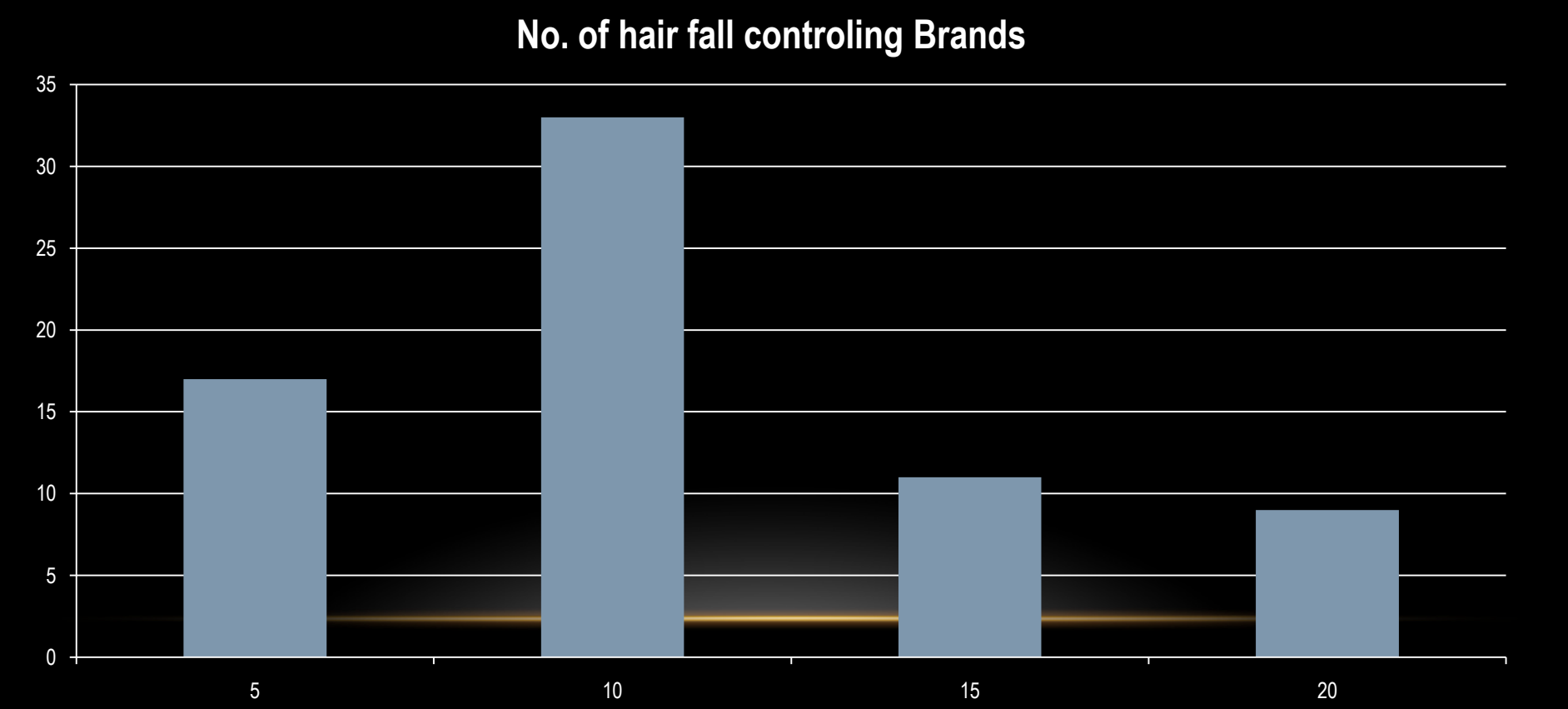
Total Respondents	5	10	15	20
70	11	15	37	8

No. of Anti Ace Brands in Shop



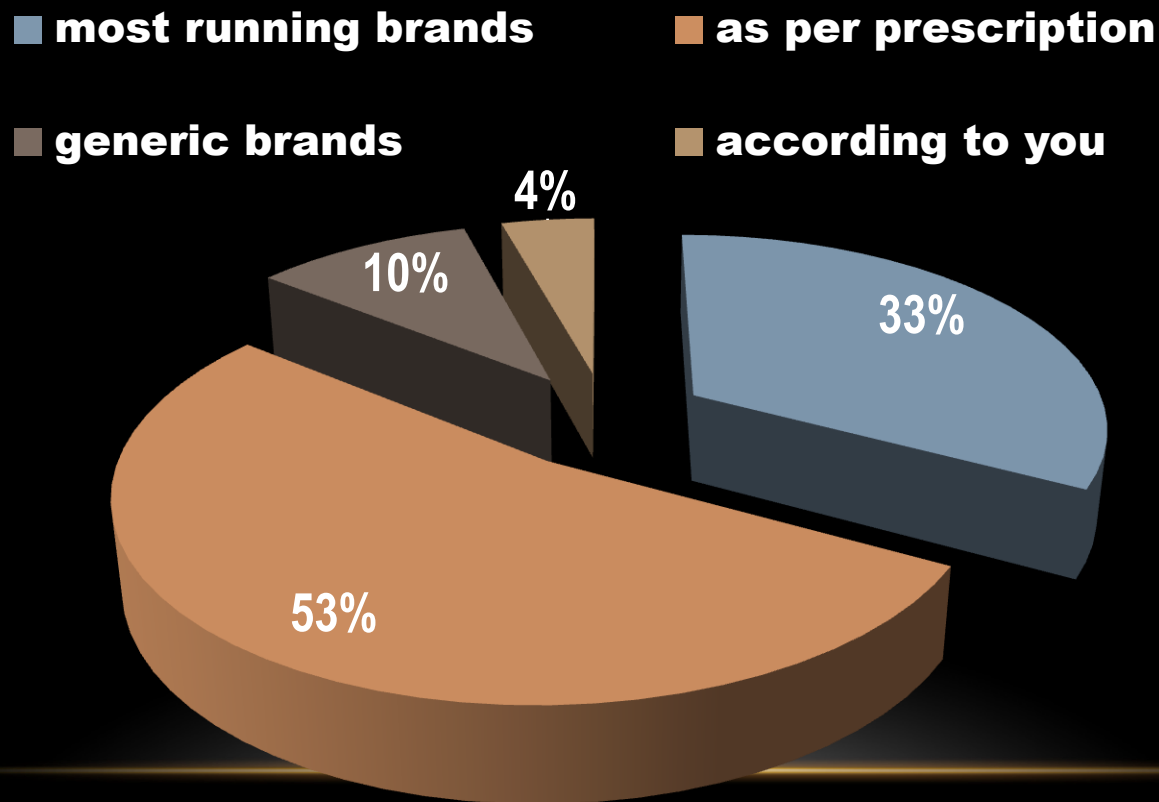
(5) No of brands available regarding hair growing / hair fall controlling

Total Respondents	5	10	15	20
70	17	33	11	9



(6) Priority of chemist

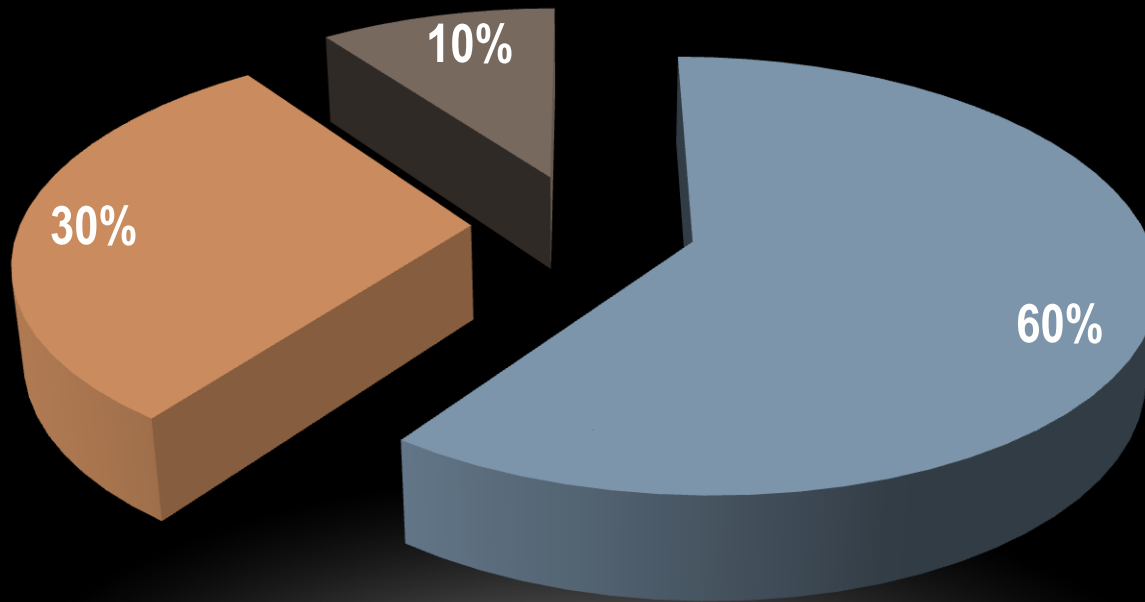
Total Respondents	Most Running Brands	As Per Prescription	Generic Brands	According To You
70	23	37	7	3



(7) Any other substitute

Total Respondents	Topical Creams	Topical Gel	Nothing
70	42	21	7

■ topical creams ■ topical gel ■ nothing



(8) CONCLUSION

- **It is clearly shown by the study that market is very stiff and having lots of competition.**
- **ISOTROIN is the leading brand in acne controlling but other brands are also giving**
- **it neck to neck competition.**
- **TUGAIN is the second most preferable drug for the hair loss therapy but MINTOP**
- **itself covers a huge fraction of the market.**
- **Overall market is full of opportunities and having strong competition.**

(9) ETHICAL CONSIDERATION

- **The identity of all chemists will be kept confidential.**
- **The data collected will only be used for study purpose.**
- **Irrational use of data will be prevented.**
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THANK YOU

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