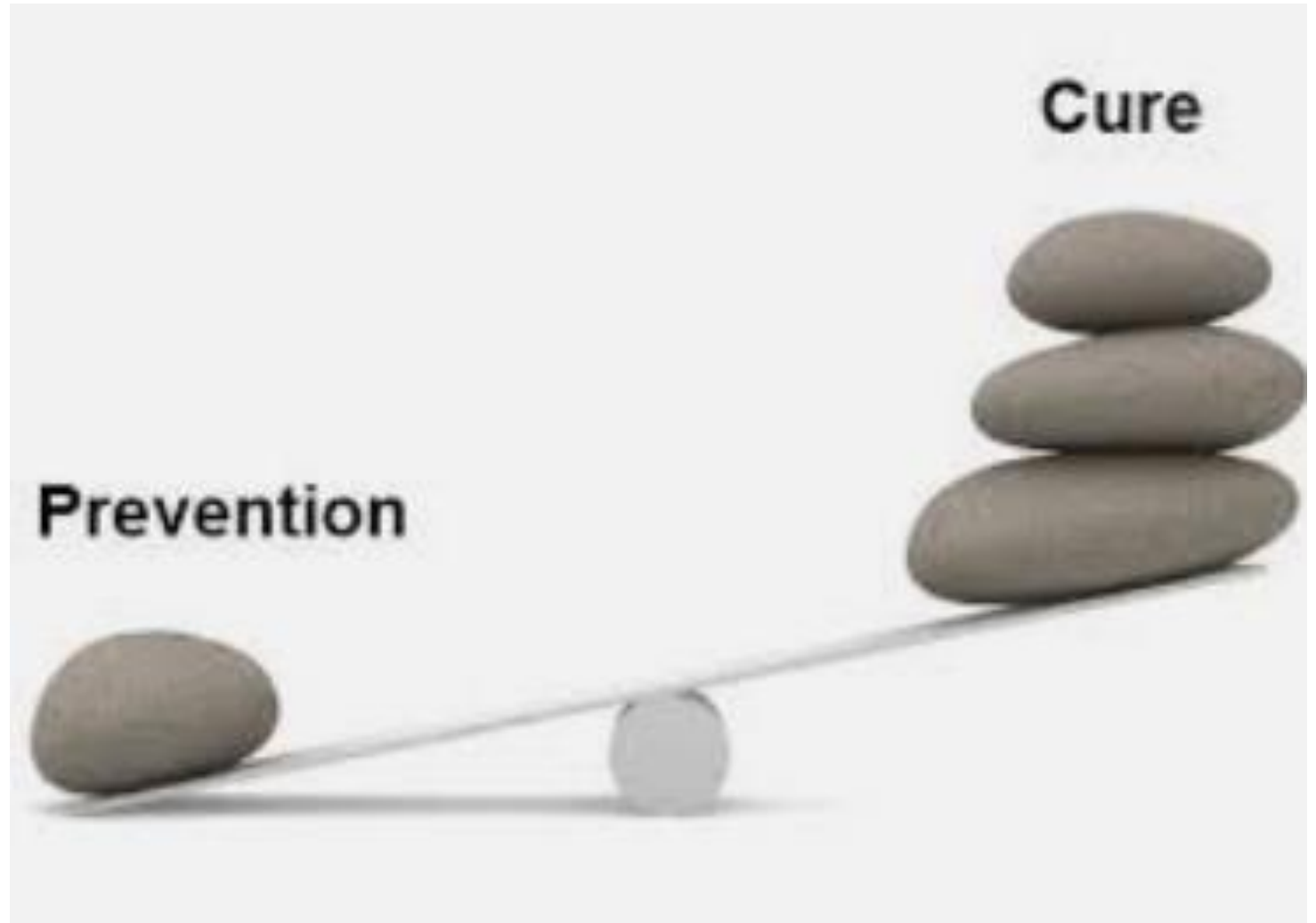




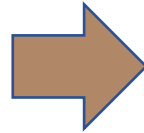
Impact of Covid-19 on Sanitizer and Nutraceutical Market

Presented By –
Nagaruru Rupasree
PM 12 - 0253

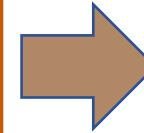
Introduction



“Prevention is better than cure”



**There was the time,
No cure
No medicine**



**Only prevention
And
protection**

Sanitizers



Nutraceuticals



Effect of Covid in industries



Objectives -



To find out the paradigm shift in terms of availability, Demand and market shift, in sanitizer and Nutraceutical industry



Understanding the change in customer behaviour and effect of the change on market

Methodology

Data collection – Primary
and secondary data

Duration - 3 Months

Sample size – 103
Pharmacists, 74 general
population

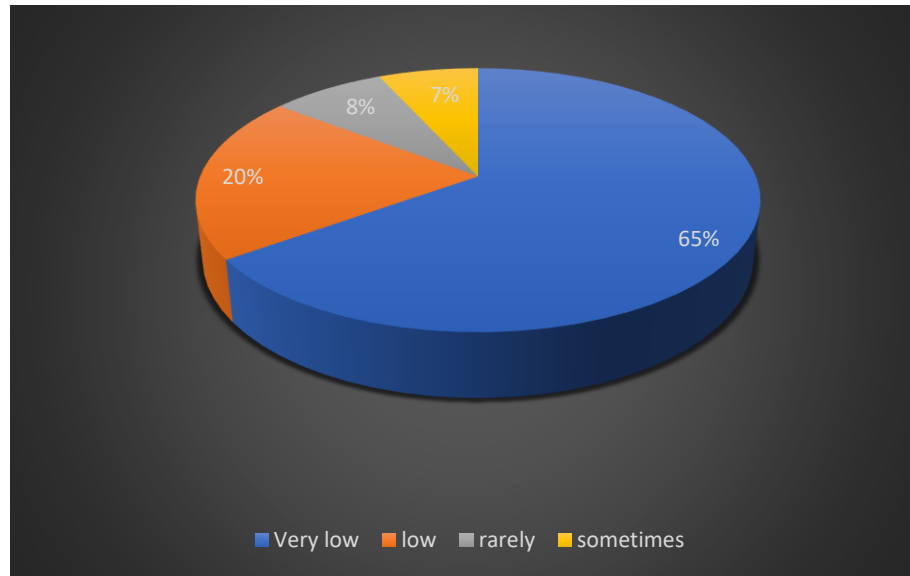
Data collection – Microsoft
forms for general population
and Pharmacists direct
visit(recording response
through forms.

Data Analysis – Microsoft
Excel

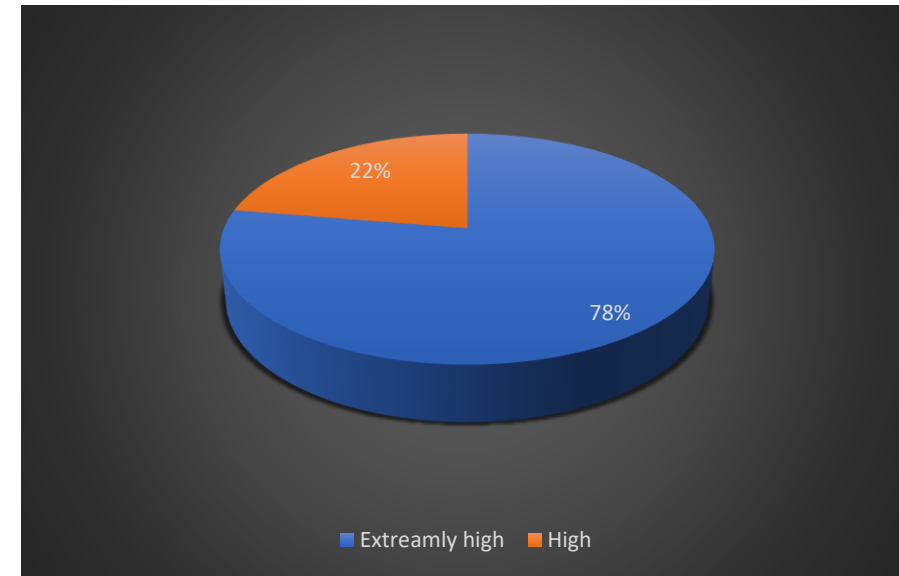
Results

Pharmacist response

Demand of sanitizers pre covid

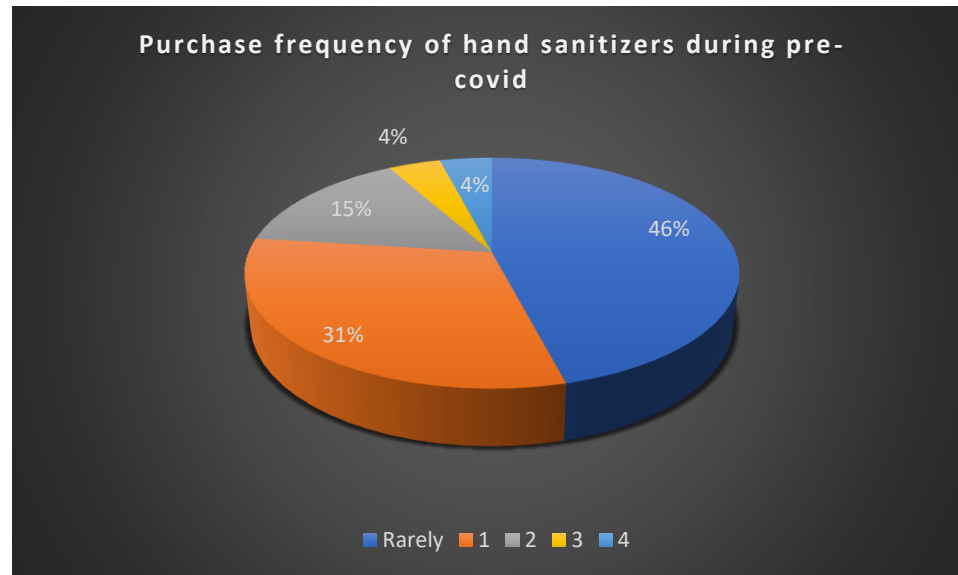


Demand of sanitizers During covid

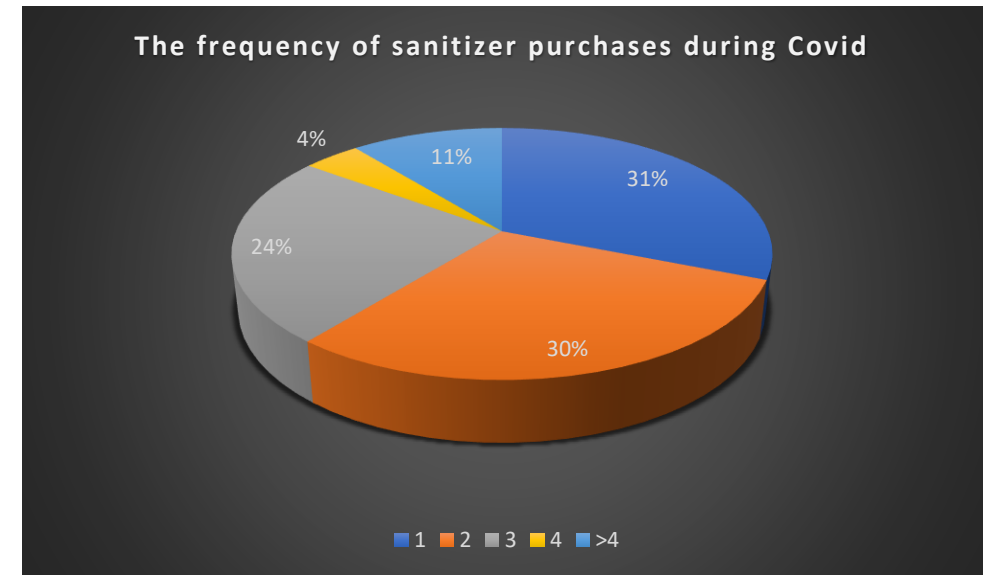


Customer response

Pre Covid

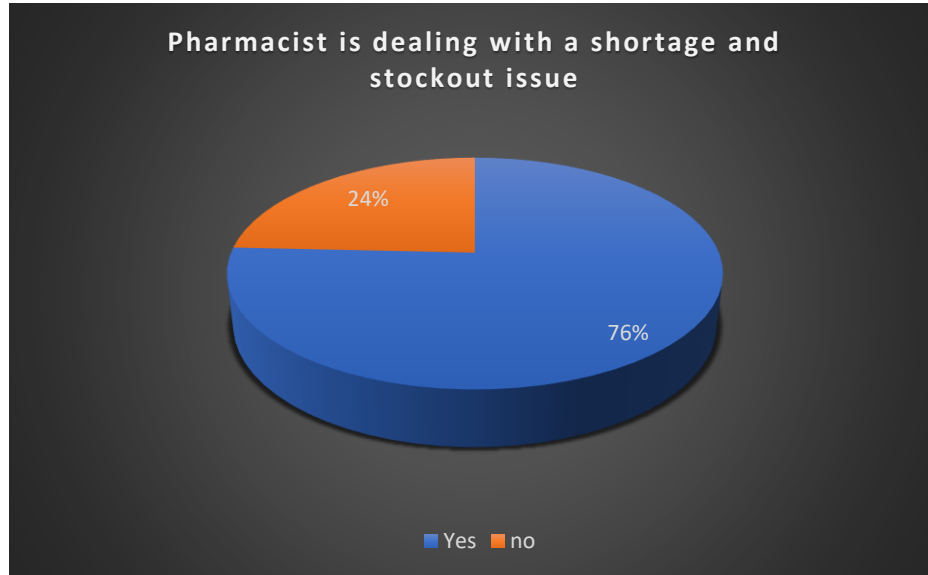


During Covid

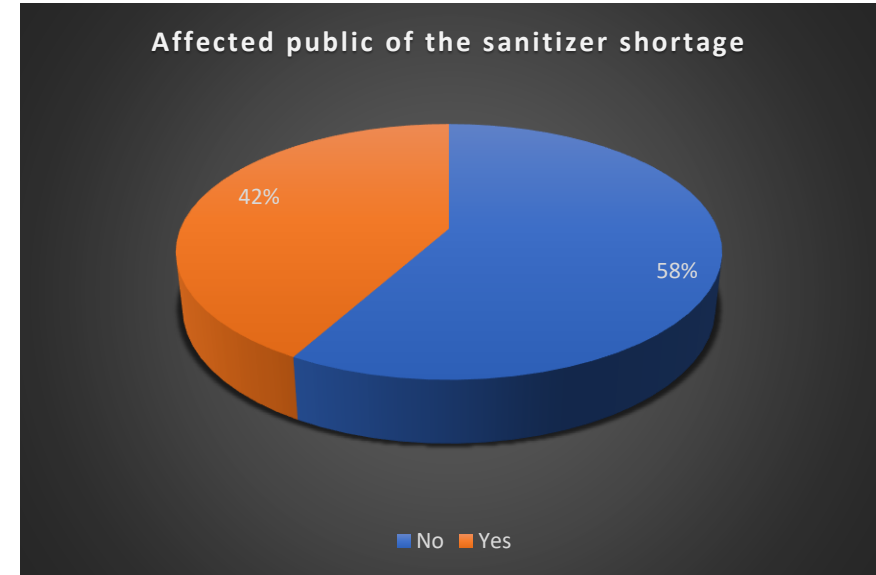


Shortage & Stockout Problems in Sanitizer

Pharmacist

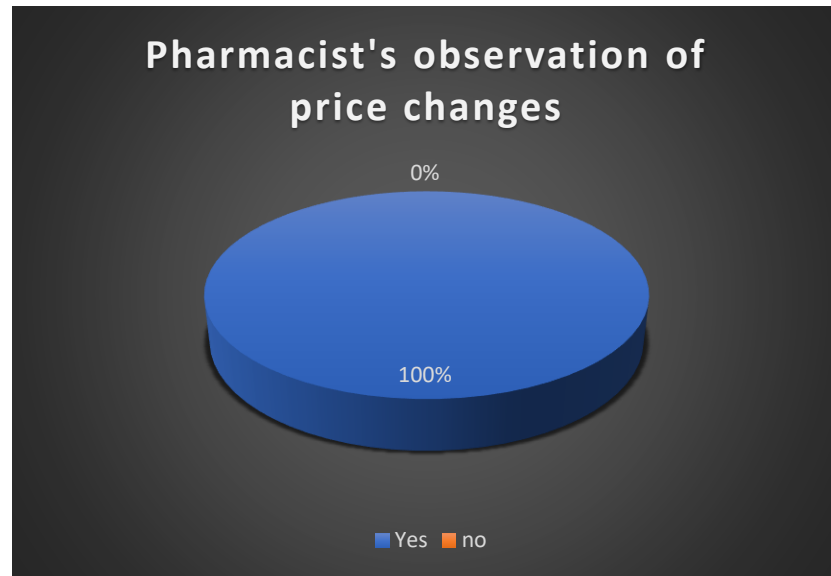


Public

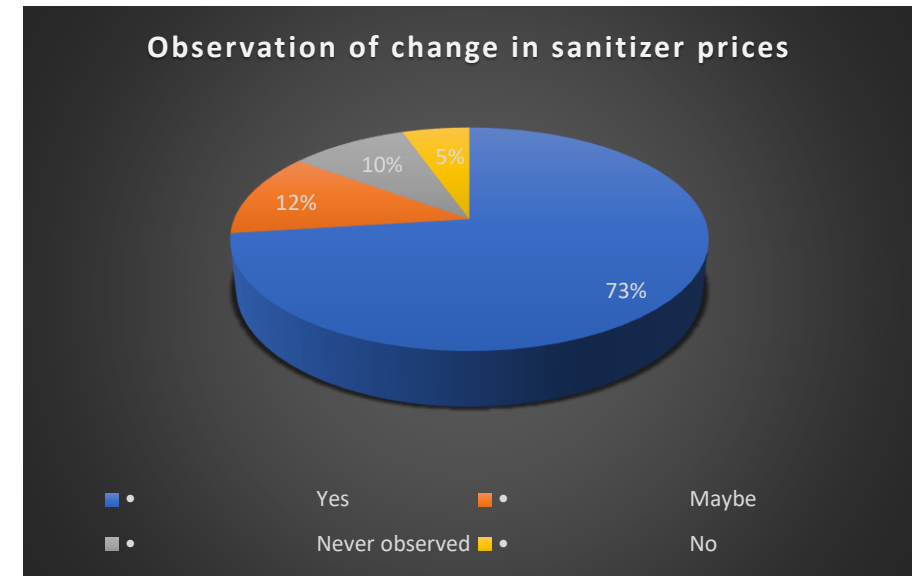


Sanitizer price change

Pharmacist

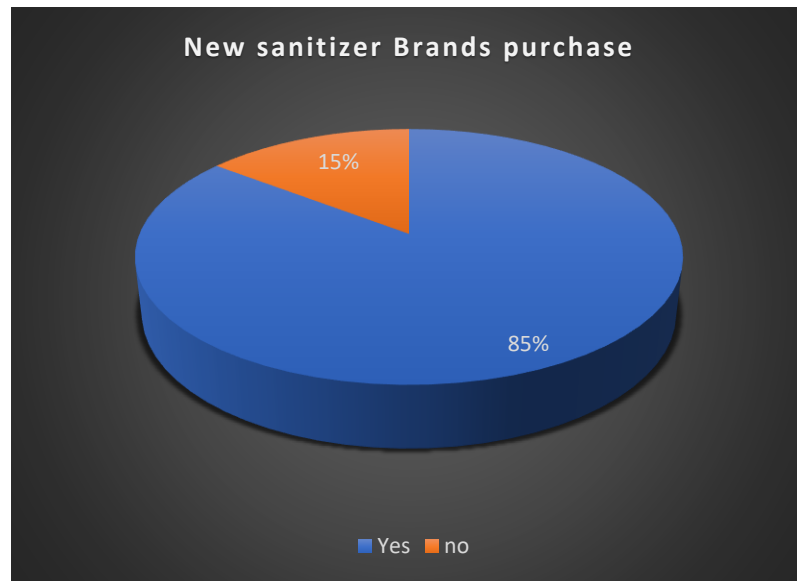


Customer

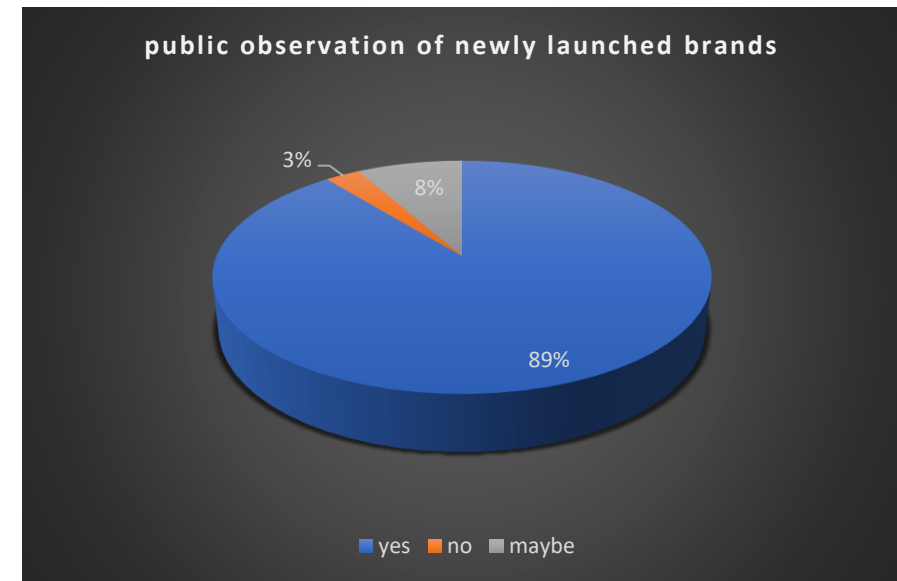


New Brands in Sanitizers

Pharmacist

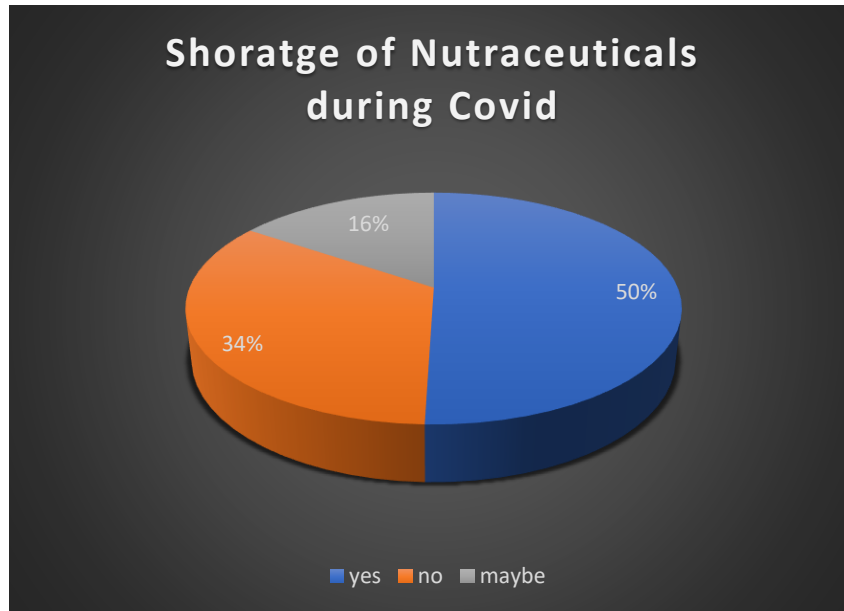


Customer

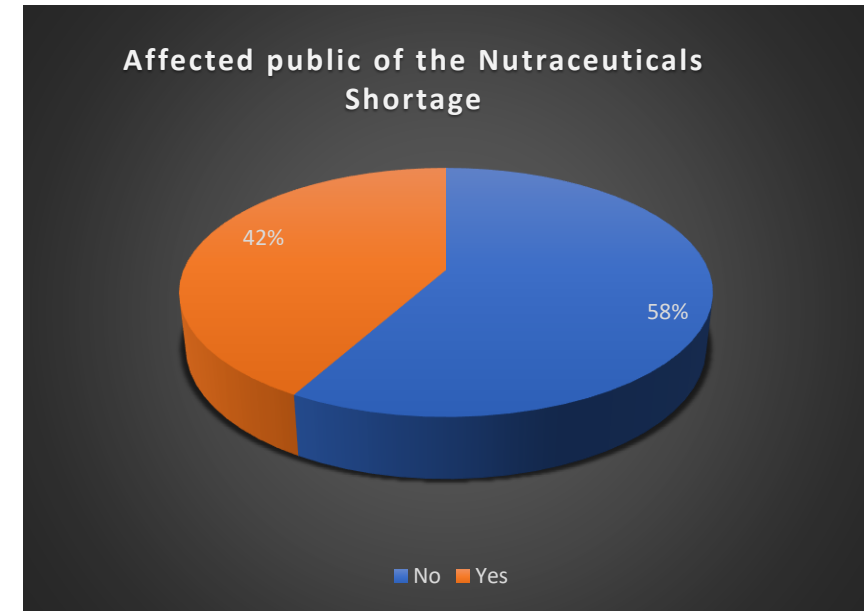


Shortage of Nutraceuticals

Pharmacist



Customer

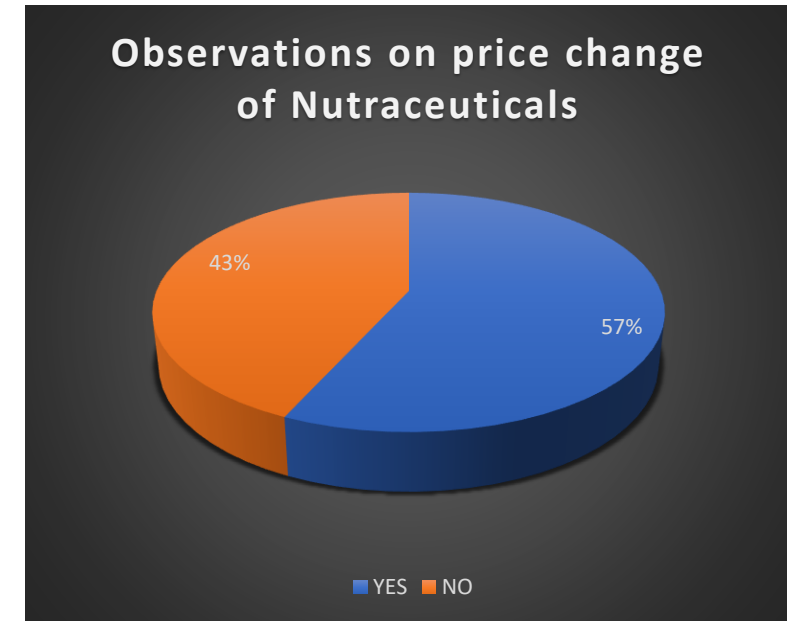


Observation on Nutraceutical price change

Pharmacist



Customer



Conclusion –

- **The result explains us the change in behaviour of customer during Covid times in sanitizer usage.**
- **There was high demand due to the safety effect of sanitizer and preventing the transmission of covid, led to shortage in initial times.**
- **During the same time both Pharmacist and Customers has observed many new brands entered into the market.**
- **At the same time Price changes has been observed by both stakeholders.**
- **In the case of Nutraceuticals there was observation on Shortage experienced by both Pharmacist and customers. Along with price changes have been observed.**

Recommendations –

- To get the more insights into the market, more sample size which covers all the tiers of cities, will help us to understand in a better way.
- Every place have faced different situations when it comes to shortage and demand problems, to understand it, we need to involve more sample in the study.
- The different range of pharmacies are involved in the study, like branded chains like apollo and medplus, along with old and renowned pharmacies along with small pharmacies are present in the sample, which may cause the outliers problem.
- Study with same level of sample will give better insight.

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Thank you