



DISSERTATION TOPIC- MARKET ANALYSIS OF NUTRACEUTICAL PRODUCTS IN INDIA AND STRATAGIES TO INCREASE HOSPITAL SALES

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NUTRACEUTICALS- INTRODUCTION

DEFINITION

- **The Nutrition Business Journal has defined “Nutraceutical” as anything which is ingested mainly or especially for health purposes as declared by the same.**
 - Nutraceuticals can be defined as a product containing food substances or substances presented in the form of a formulation or a recipe and are having useful properties for treating or preventing disease in human beings.
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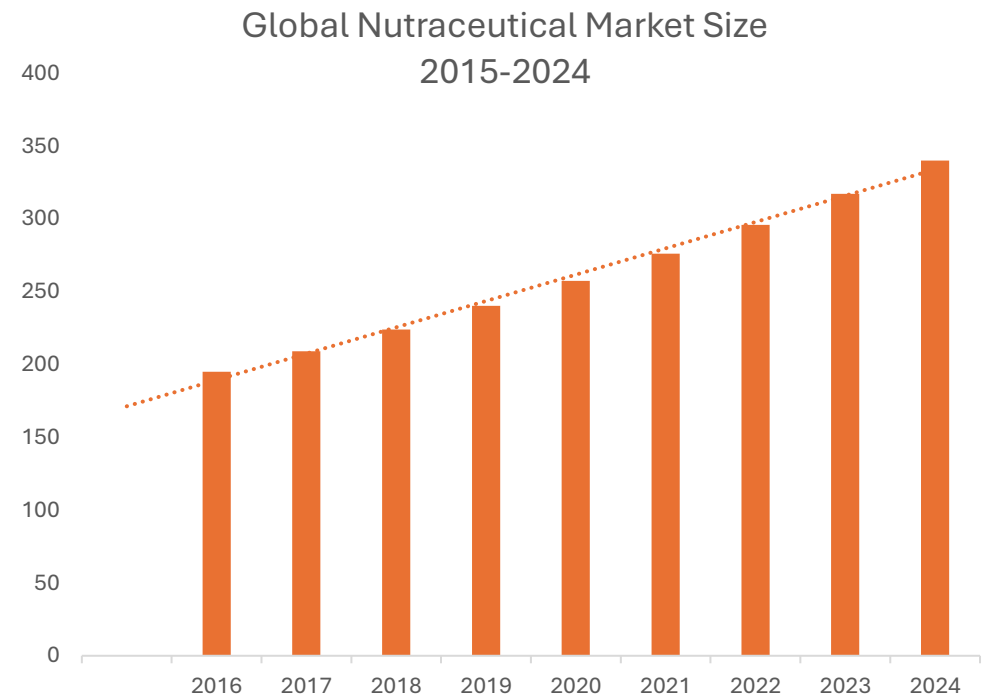


TYPES OF NUTRACEUTICAL

- **Dietary Supplements:** Dietary supplements are products envisioned to complement the diet that accepts or contains one or more of the following dietary ingredients: a mineral, a vitamin, an amino acid, a herb or other botanical, constituent, metabolite, a dietary substance for use by man to supplement the diet by increasing the total daily intake, or a concentrate, extract, or combinations of these ingredients.
- **Functional Food:** As defined by the United States of America Institute of Medicine's Food and Nutrition Board, functional food is "any food or food ingredient that may offer a health benefit beyond the traditional nutrients it contains". The functional food concept is – "Food products to be taken as part of the usual diet in order to have helpful effects that go beyond basic nutritional function".

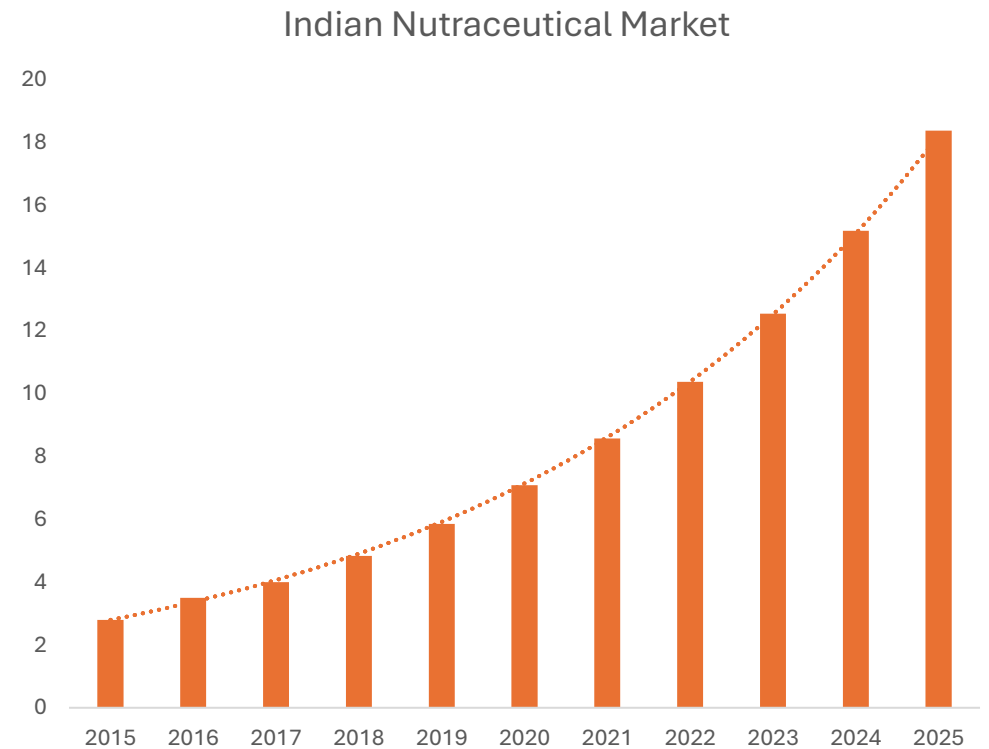
Market Assessment Of Nutraceuticals

- Report, published by various Market Research, predict that the global market is expected to reach \$340 billion by 2024 from \$195 billion in 2016, growing at a CAGR of 7.2% from 2016 to 2024. By geography, Asia-Pacific and rest of the world are expected to grow at a CAGR of 7.6% and 7.7% respectively, during the forecast period shown in the fig.



Market Assessment of Nutraceuticals in India

- In comparison to global standards, in 2015, India accounted for a share of around 2% of the global market with US \$2.8 billion. By 2025, this share is anticipated to increase to a value of approximately 3% owing to countries large population base, increasing urban density and awareness. The Indian nutraceutical market was worth around US \$4 billion in 2017 and is expected to grow at 21% CAGR to US \$10 billion by 2025.



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METHODOLOGY TO INCREASE SALES

- **Market Strategy** can be made to **Increase the Sales Volume of the Product** and **Establish a BRAND**, that drives the company's maximum revenue.
 - **Methods:**
 - (i) **Analyzing the potential gaps** and creating new solutions regarding the Company's Nutritional Supplement
 - (ii) **Competitive Analysis**
 - **SWOT, PESTLE & PORTER's 5 Forces-Analysis, Product Analysis**
 - (iii) **Building Potential Strategies to Drive Revenue and Sales**
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- **(i) Gap Identification and Analysis:**

- Not much companies are paying attention to the diverse disease conditions and are only providing these to the pediatrics population.
- Lack of Consumer Awareness
- Improper Market Supply Chain and Distribution
- Affordability and Irregulated Pricing
- Limited Research and Development

- **(ii) Competetive Analysis:**

- Analysis of the Top Products and Companies in the Indian Market Place

COMPETITIVE ANALYSIS

- A) SWOT ANALYSIS

STRENGTH	WEAKNESS
1. Uses of the low GI sugar molecule	1. Lower reach among Key operation Leader (KOL)
2. Feasible price point of the product	2. Complex Distribution Channel
3. Product Variety	3. Customers are not familiar
OPPORTUNITY	THREATS
1. Now-a-days growing awareness and wellness offers to the customers	1. Comparison with already present big companies
2. Offering diverse medication in different diseases	2. Irregular supply of the product
3. Not most companies are offering pharmacological nutrition supplements	3. Converting new customers

PESTEL ANALYSIS

POLITICAL	Our Products are all under healthcare policies
	We also collaborate with government initiatives.
	We run several health benefit programs.
ECONOMICAL	Products are available comparatively at lower price
SOCIAL	Available for both pediatrics and geriatrics population.
TECHNOLOGICAL	Available for both stores and online platform for better reach
LEGAL	Products are all legal abd certified by government agencies
ENVIRONMENTAL	Products are containers
	packed within Environmental friendly packages who are also sunlight resistance.

POTENTIAL STRATEGIES TO DRIVE REVENUE AND SALES



Regular visit to your primary KOL such as Doctors, stockiest and chemist person on daily basis.



Always ensure your product availability in the hospitals.



Create an online presence of your product better than your competitor.



Be a product expert.



Regular CRM

RESULT AND DISCUSSION

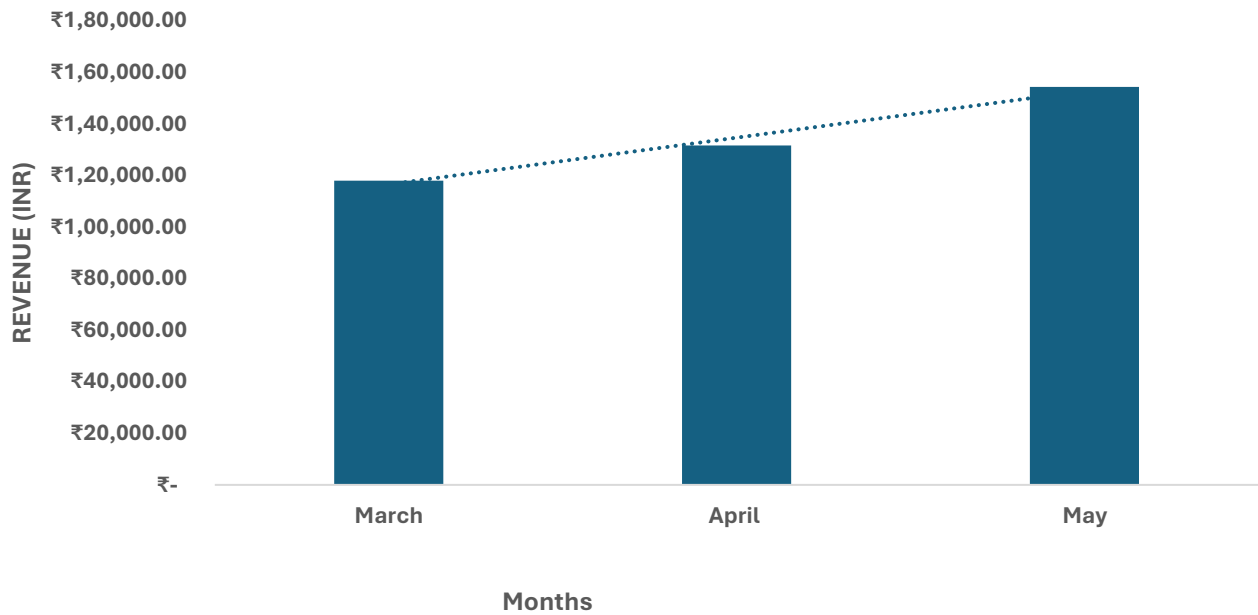
Sales data during this period

Sum of HOSPITAL WISE-TOTAL SALES/REVENUE (INR)	Column Labels					
Row Labels	APOLLO MULTI SPECIALITY HOSPITAL	HCG HOSPITAL	NU HOSPITAL	SAPTHAGIRI HOSPITAL	SPARSH HOSPITAL	Grand Total
March					20485.71	20485.71
PENTASURE 2.0					20485.71	20485.71
April					20788.41	20788.41
PENTASURE 2.0					20788.41	20788.41
May					23800.35	23800.35
PENTASURE 2.0					23800.35	23800.35
(blank)	83420.49	62559.3	108124.08	85485.75		339589.62
PEDIAGOLD PLUS				85485.75		85485.75
PENTASURE CRITIEP		62559.3				62559.3
PENTASURE DM			108124.08			108124.08
PENTASURE HP	83420.49					83420.49
(blank)						
Grand Total	83420.49	62559.3	108124.08	85485.75	65074.47	404664.09

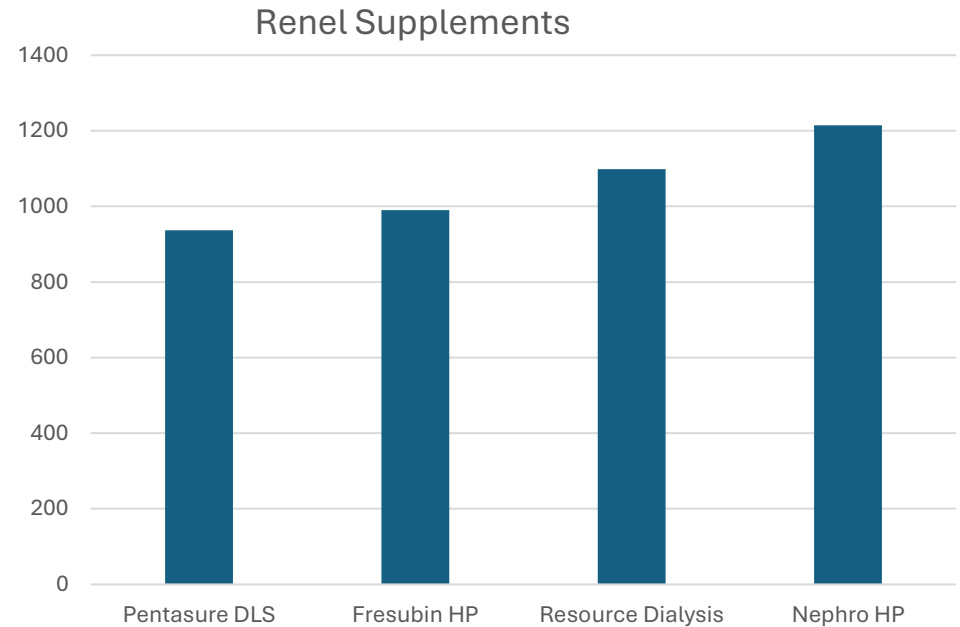
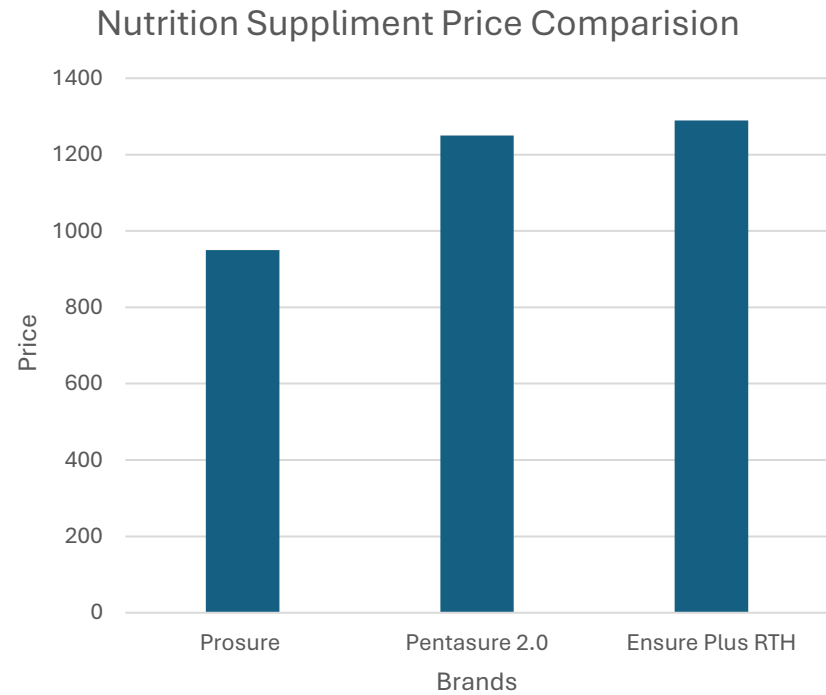
SALES Data Per Month

Month	Revenue (INR)
March	₹ 1,18,056.00
April	₹ 1,31,696.00
May	₹ 1,54,312.00

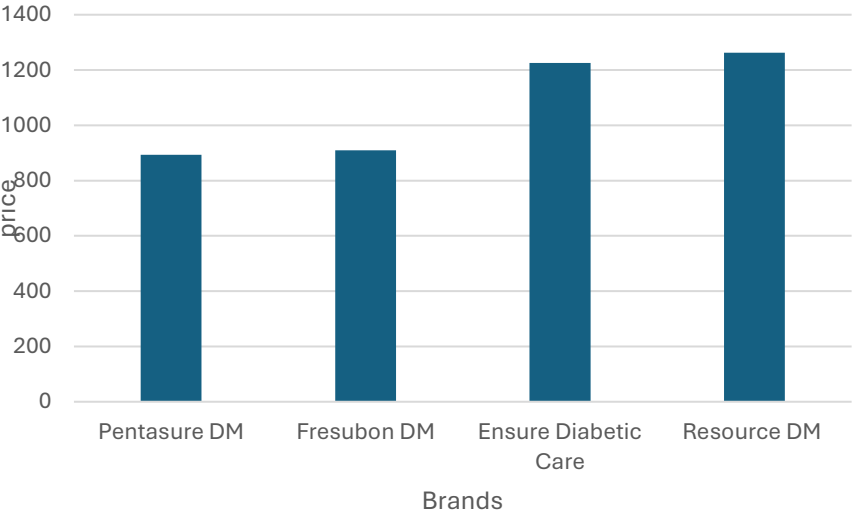
MONTHLY REVENUE GRAPH



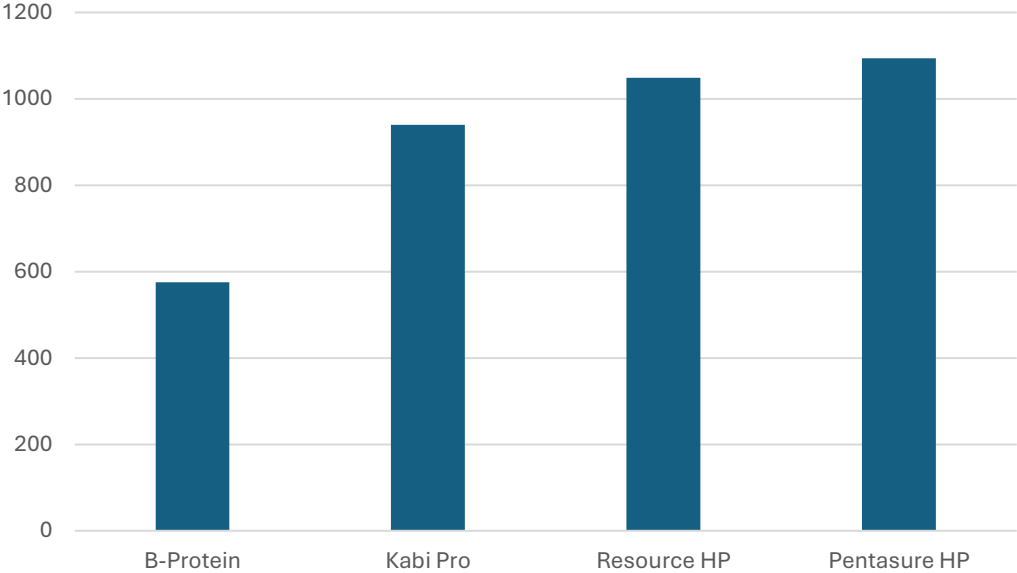
Price Comparison According to therapeutic Range



Diabetic Care Suppliments



High Protein Suppliments



Characteristics	Market Assessment Of Major Brand With Its competitot			
DM Care	Pentasure DM	Ensure Diabetic	Resource Diabetic	Fresubin DM
Generic/Protein Composition	Whey Protein Casenate +SMP+Casein	Calcium Caseinate	Calcium Casenate+Whey Protein Caseinate	Whey Protein+ Soy+SMP
Price	Rs. 893	Rs. 1739	Rs. 2799	Rs. Rs. 809
Renal Care	Pentasure DLS	Nephro HP	Fresubin HP	NA
Generic/Protein Composition	100% Whey Protein Casenate	Milk Protein Concentrate+ Calcium Casenate	Whey Protein Concentrate Milk Protein	NA
Price	Rs. 1249	Rs. 1215	Rs. 1025	NA
Peptide Diet	Pentasure Critipep	Peptamen	Ensure Peptide	NA
Generic/Protein Composition	Whey peptide	Peptide Concentrate	Peptide Concentrate	NA
Price	Rs. 1698	Rs. 1499	Rs. 1835	Rs. 1750
Pediatric Nutrition	PediaGold Plus/PediaGold	Peptamin Junior	GrowViva	Pedia Sure
Generic/Protein Composition	Whey Peptide	Whey Peptide	3 Blend Protein (Soy, Whey, Casein)	SMP
Price	Rs. 728	Rs. 958	Rs. 986	Rs. 643

DISCUSSION

The above Data shown as a Table, indicates the increase in the Sales Strategy, from which a graph is depicted as-

The discussions that can be done based on the graphs and results are:

- Across the various Therapy Ranges, FOOD & NUTRITIONAL.
- NUTRITIONAL SUPPLEMENT SEGMENT has the highest Price Range and HIGH PROTEIN SUPPLEMENTATION being the lowest.
- Across the Various Therapy Ranges, as a Special Segment-HEXAGON has the lowest Price Point with Premium Quality in the Diabetic Care Segment.
- The sales figure of the hexagon products is getting better month by month with the implementation of correct sales strategies as compared to the big giants in this segment.
- The Price of the products are at bit higher end, but it provides better quality of API in powder in this segment.
- The Packaging of the Material is also very good which makes this products for long lasting usage. It is generally UV rays protected, which prevents them from decontaminating.
- It is also seen through this assessment that, there are certain areas of improvement which we need to look aft



THANK YOU