

# Understanding Brand Perception and Market Acceptance of **FERTICEEV** (Female Infertility Drug)

Stuti Sheth - IIHMR University, Jaipur

# Table of contents

**01**

**Introduction**

**02**

**Methodology**

**03**

**Data Analysis  
and Findings**

**04**

**Result and  
Conclusion**

The background is a light blue gradient with various abstract elements. In the top left, there's a large, flowing shape in shades of pink and purple. In the top right, a sphere with a pink-to-purple gradient is shown with a soft shadow. To its right are three horizontal wavy lines in a light blue color. In the bottom left, another pink-to-purple gradient sphere is visible. In the bottom right, a large, flowing shape in shades of pink and purple is present. A small circle with a blue outline is located in the lower right area. The number '01' is centered on a large, pink-to-purple gradient sphere on the left side.

**01**

# Introduction

# Infertility

Infertility affects millions globally, with a significant prevalence among reproductive-age individuals. The increasing incidence of lifestyle-related disorders such as obesity, stress, and smoking has driven a growing demand for infertility treatments.

Common Causes of  
— **FEMALE** —  
**INFERTILITY**



Age



Fallopian Tube  
Obstruction



Genetic Infertility



Endometriosis



Irregular Ovulation  
Cycles



Unexplained Infertility

The background is a light blue gradient with various abstract elements. In the top left, there's a large, flowing shape in shades of purple and pink. In the top right, a sphere with a pink-to-purple gradient is shown with a soft shadow. To its right are three horizontal wavy lines in a light blue color. In the bottom left, another wavy shape in purple and pink is visible. At the bottom center, there's a small circle with a pink-to-purple gradient. In the bottom right, there's a small, thin blue circle. The overall aesthetic is clean, modern, and artistic.

**02**

# Methodology

# Methodology

**Literature Review:** Analyzed scientific journals, industry reports, and reputable online resources to gather data on infertility treatments, market trends, and consumer behavior.

**Surveys:** Designed and distributed quantitative and qualitative surveys to gynecologists and pharmacists to assess awareness, perception, and usage patterns of Ferticeev.

**Fieldwork & RCPA:** Conducted Retail chemist prescription audits in Gujarat, Rajasthan, and Maharashtra to understand prescribing habits, market penetration, and feedback from physicians.

**Comparative Analysis:** Evaluated the composition, clinical efficacy, price points, and market share of Ferticeev against leading competitors to identify unique selling points and market positioning.

# Data Analysis and Findings

03



# Data Analysis and Findings

| SUPERGROUP                      | SUBGROUP                            | Sum of<br>MAT<br>AUG'20 | Sum of<br>MAT<br>AUG'21 | Sum of<br>MAT<br>AUG'22 | Sum of<br>MAT<br>AUG'23 |
|---------------------------------|-------------------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| VITAMINS/MINERAL<br>S/NUTRIENTS | V06E02 FOR<br>FEMALE<br>INFERTILITY | 106.7                   | 135.1                   | 164.8                   | 184.5                   |

The female infertility market in terms of supplements is 184 Cr. According to MAT, Aug'23 with a growth of 12% than the previous year.

# Data Analysis and Findings

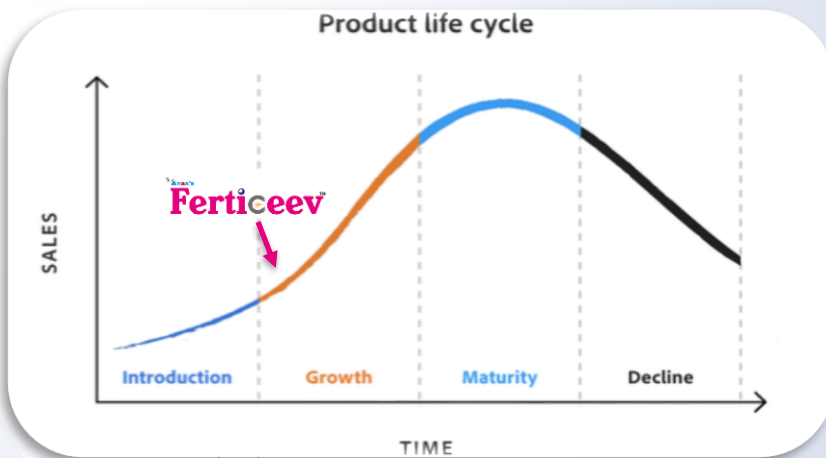
The top brands in the market along with their MAT Value of the last 4 years and CAGR are as follows -

| BRANDS      | Sum of MAT<br>AUG'20 | Sum of MAT<br>AUG'21 | Sum of MAT<br>AUG'22 | Sum of MAT<br>AUG'23 | CAGR |
|-------------|----------------------|----------------------|----------------------|----------------------|------|
| NORMOZ      | 22.2                 | 28.1                 | 33.3                 | 35.4                 | 12%  |
| FERTISURE-F | 16.6                 | 20.2                 | 21.6                 | 21.8                 | 7%   |
| OVACARE     | 16.7                 | 21.1                 | 20.8                 | 20.6                 | 5%   |
| LYCORED     | 10.7                 | 13.5                 | 12.4                 | 10.5                 | 0%   |
| FERTYL-F    | 0.2                  | 3.7                  | 7.6                  | 9.0                  | 147% |
| OVAFRESH    | 0.0                  | 0.0                  | 0.6                  | 6.4                  | N/A  |
| OVAFIRM-OD  | 1.2                  | 2.7                  | 4.3                  | 6.3                  | 52%  |

# Ferticeev data insights

- Ferticeev brand was launched in 2022
- The Brand has a MAT Value of 10 Lakhs as per IMS Data Aug'23
- Ferticeev Brand is still a follower but we as a company are going aggressive on Ferticeev and it has created a good space in the minds of Gynaecologists at a local level.

| BRANDS    | Sum of MAT AUG'22 | Sum of MAT AUG'23 |
|-----------|-------------------|-------------------|
| FERTICEEV | 0.0               | 0.1               |



# Composition

Ferticeev is a fertility supplement that contains a variety of nutrients, including vitamin C, coral calcium, L-arginine, N-acetylcysteine, grape seed extract, and Lactobacillus acidophilus.

Hence it provides essential nutrients to support reproductive health.

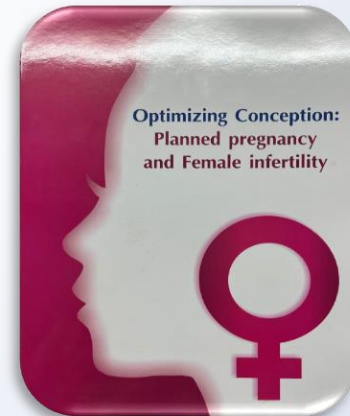
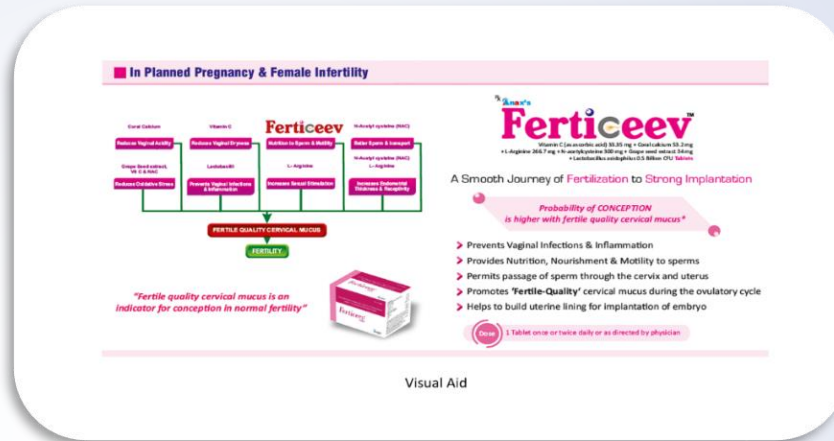
| Contain                      | Mg              |
|------------------------------|-----------------|
| Vitamin C (As ascorbic acid) | 33.35 mg        |
| Coral Calcium                | 53.2 mg         |
| L-Arginine                   | 266.7 mg        |
| N-acetylcysteine             | 300 mg          |
| Grape seed extract           | 34 mg           |
| Lactobacillus acidophilus    | 0.5 Billion CFU |

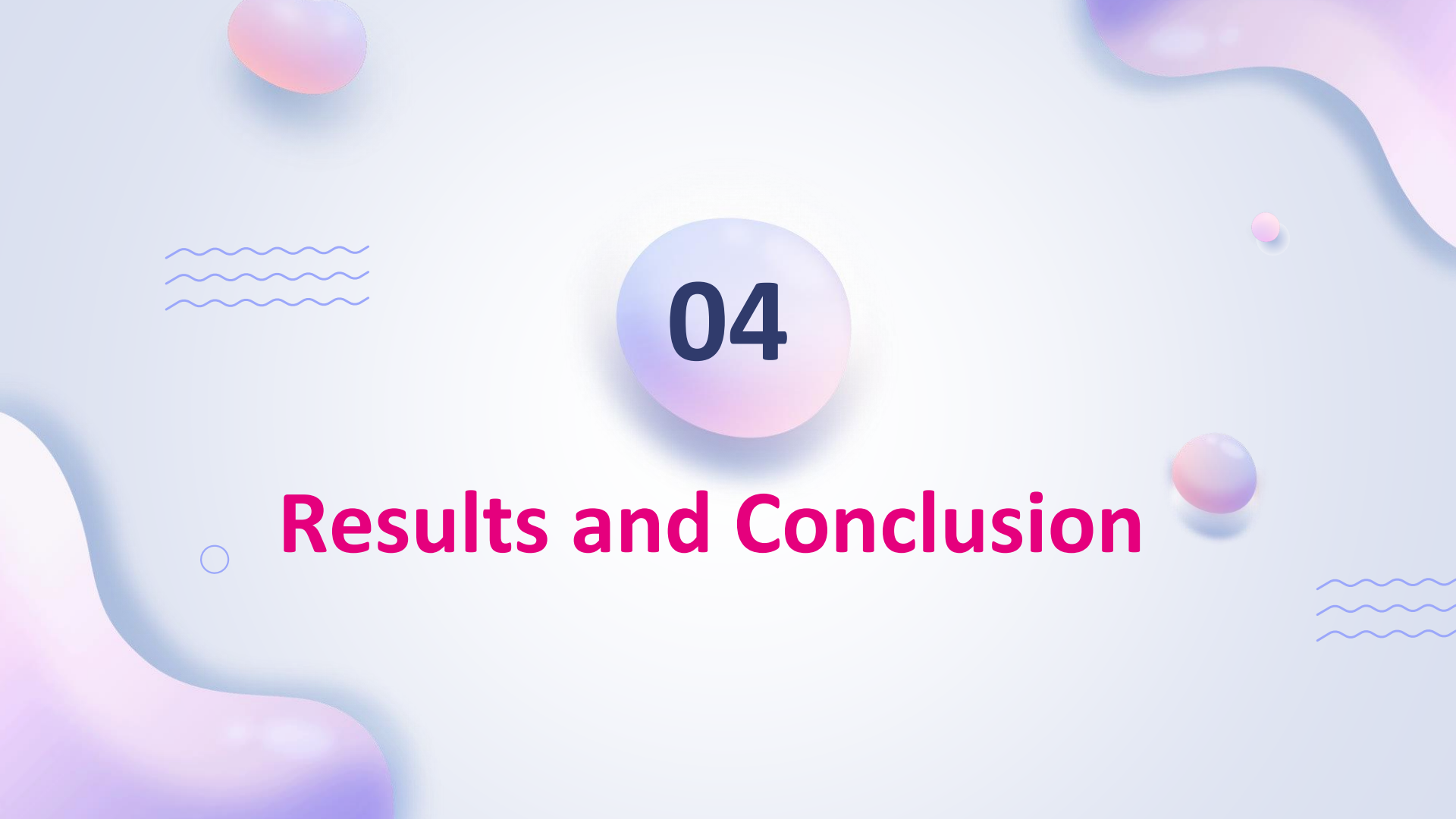
# Marketing Activity

To increase the user base, we have done the following activities:



# Marketing Inputs of Ferticeev Brand





04

# Results and Conclusion

# Results and Conclusion

- The increasing prevalence of infertility and heightened health awareness drive the market for infertility treatments.
- Factors such as lifestyle changes, increased awareness, and the need for nutrient-rich supplements contribute to Ferticeev's growth.
- Ferticeev's unique composition and effective marketing strategies position it well for wider acceptance.
- The adoption of Ferticeev is currently in the Innovator and Early Adopter stages among physicians.
- But still Collaborative efforts with key opinion leaders in female infertility medicines will be essential in promoting Ferticeev





# Reference

- *Infertility* (no date) World Health Organization. Available at: <https://www.who.int/news-room/fact-sheets/detail/infertility> (Accessed: 25 June 2024).
- *Female Infertility* (2023) Weaver of My Web. Available at: <https://www.medicnewstoday.com/articles/165748> (Accessed: 25 June 2024).
- *Female infertility Symptoms and Causes* (no date) Mayo Clinic. Available at: <https://www.mayoclinic.org/diseases-conditions/female-infertility/symptoms-causes/syc-20354308> (Accessed: 25 June 2024).
- *Infertility and Reproduction: Trying to conceive, symptoms, causes in men and women, tests, and treatments* (no date) WebMD. Available at: <https://www.webmd.com/infertility-and-reproduction/default.htm> (Accessed: 26 June 2024).
- *Fertisure F nutraceutical tablet with amino acids, vitamins, Minerals & Antioxidants: Buy strip of 10.0 tablets at best price in India* (no date) 1mg. Available at: <https://www.1mg.com/otc/fertisure-f-nutraceutical-tablet-with-amino-acids-vitamins-minerals-antioxidants-otc564546> (Accessed: 26 June 2024).
- *Ovacare tablet: Buy strip of 15.0 tablets at best price in India* (no date) 1mg. Available at: <https://www.1mg.com/otc/ovacare-tablet-otc71094?wpsrc=Google%2BOrganic%2BSearch> (Accessed: 26 June 2024).
- *Cervifert Tablet: Buy Strip of 10.0 tablets at best price in India* (no date) 1mg. Available at: <https://www.1mg.com/otc/cervifert-tablet-otc156345?wpsrc=Google%2BOrganic%2BSearch> (Accessed: 26 June 2024).

The background is a light blue gradient with various abstract shapes. There are three wavy blue lines on the left, a small pink circle on the right, and a large horizontal oval with a pink-to-purple gradient at the bottom. The word "Thanks!" is centered in a bold, pink font.

# Thanks!