

THE NUTRACEUTICAL REVOLUTION: UNVEILING THE FORCES SHAPING THE INDUSTRY



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in

Pharmaceutical Management

by

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Under the Supervision and Guidance of

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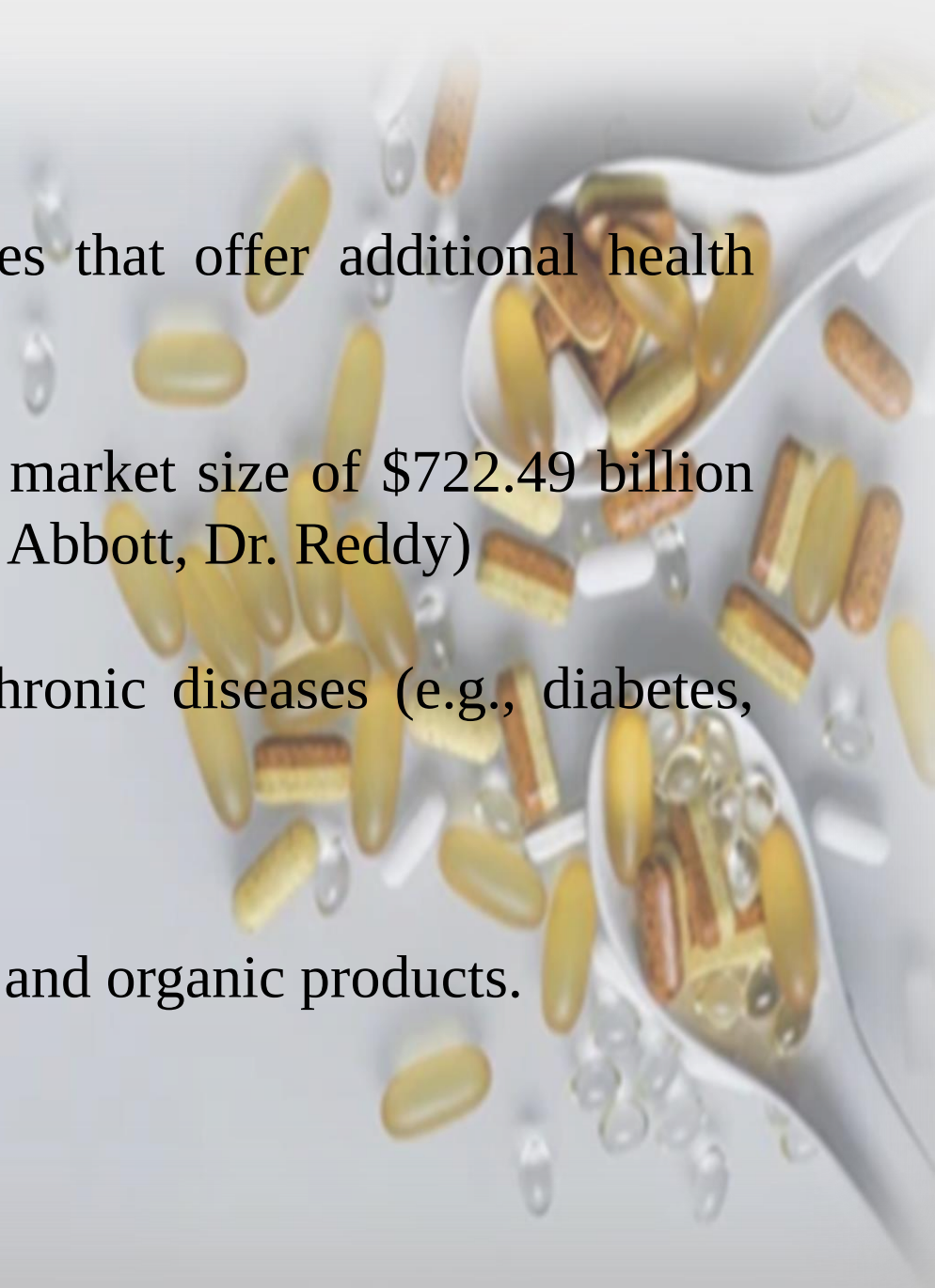
❑ INTRODUCTION :

Nutraceuticals: Products derived from food sources that offer additional health benefits beyond basic nutrition.

Market Growth: Rapid expansion with a projected market size of \$722.49 billion by 2027. (Hexagon nutrition, Frecinious Kabi, nestle, Abbott, Dr. Reddy)

Health Benefits: Prevention and management of chronic diseases (e.g., diabetes, cardiovascular diseases).
Enhancing overall health and well-being.

Consumer Trends: Increasing preference for natural and organic products.
Rising awareness of the link between diet and health.





HEXAGON NUTRITION®

Nutritionally Yours...

Hexagon Nutrition is a research-driven nutraceutical company that focuses on micronutrient premixes, clinical nutrition, and therapeutic foods. Founded in 1993, they're a leading supplier of nutritional products in over 70 countries.

- ✓ Micronutrient premixes
- ✓ Clinical nutrition
- ✓ Therapeutic foods

Product portfolio:

Pentasure 2.0: High energy and protein.

Pentasure DM: Balanced nutrition for diabetics.

Pentasure: Balanced nutrition for weight improvement.

Pentasure HP: Protein formula for hyper catabolic conditions.

Pentasure Hepatic: Nutrition for hepatic insufficiency.

Pentasure Renal: Nutrition for kidney function.

Pentasure DLS: For dialysis patients.

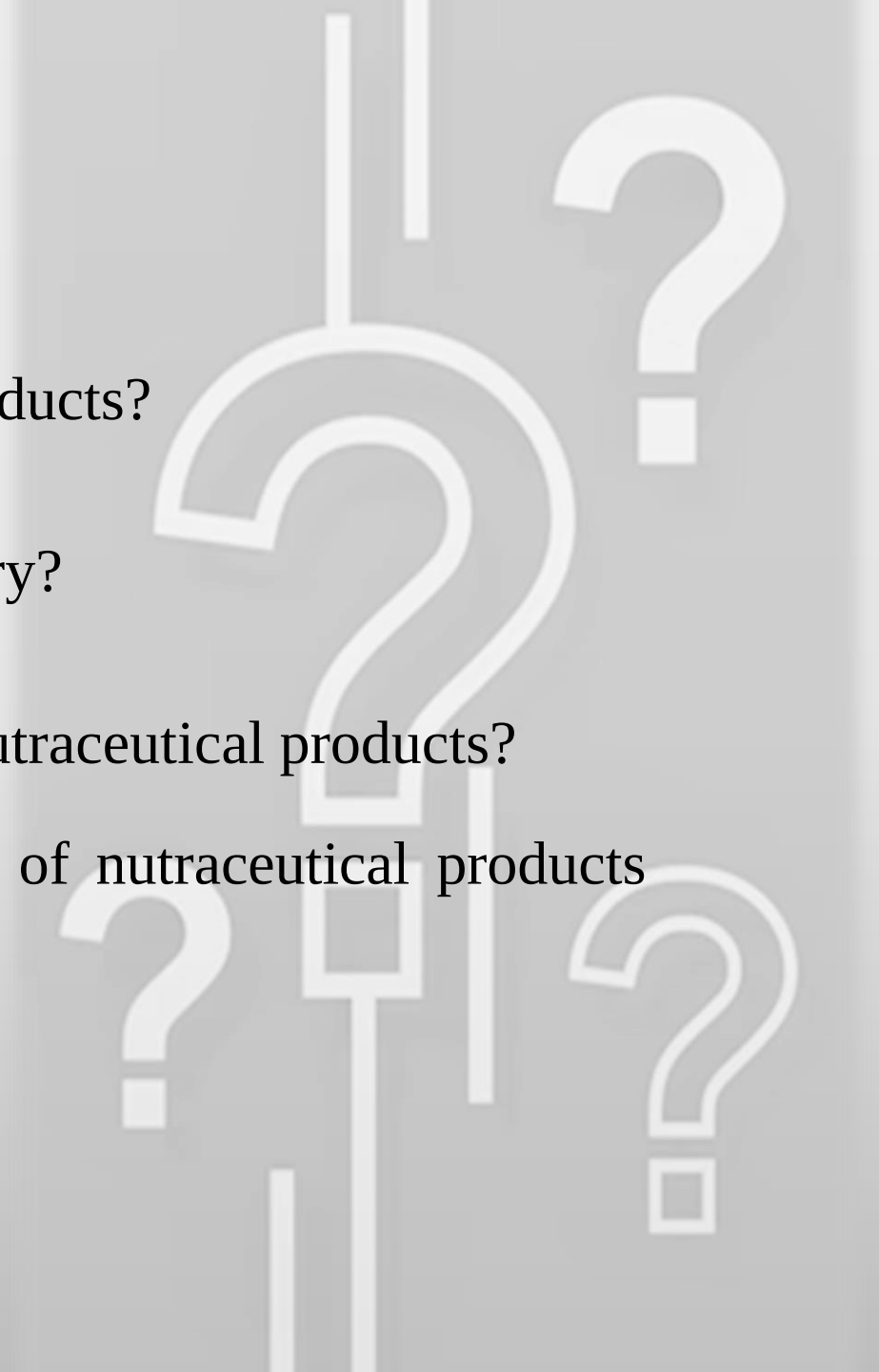
Pentasure Critipep: Peptide-based for malabsorption.

Obesigo: Low-calorie weight management.

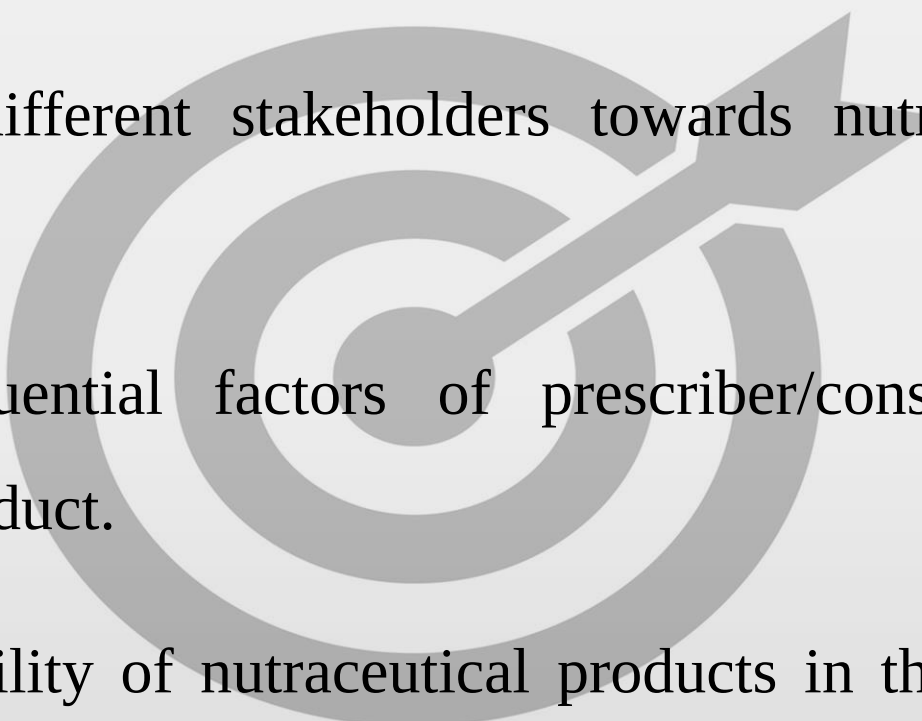
Pedia Gold: Nutrition for children.



❑ RESEARCH QUESTIONS:

1. What are the views of stakeholders on nutraceutical products?
 2. What are the limiting factors in the nutraceutical industry?
 3. What factors influence stakeholders to move towards nutraceutical products?
 4. How do prescribers perceive the efficacy and safety of nutraceutical products compared to pharmaceuticals?
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❑ OBJECTIVE

1. To find out the perception of different stakeholders towards nutraceutical products.
 2. To Evaluate the limitations/influential factors of prescriber/consumer in recommendations of nutraceuticals product.
 3. To Identify, at present, the availability of nutraceutical products in the market based on the parameters of their safety and efficacy.
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❑ METHODOLOGY:

1. Interview:

Interview of stakeholder to understand their views towards nutraceutical industry.

2. Survey

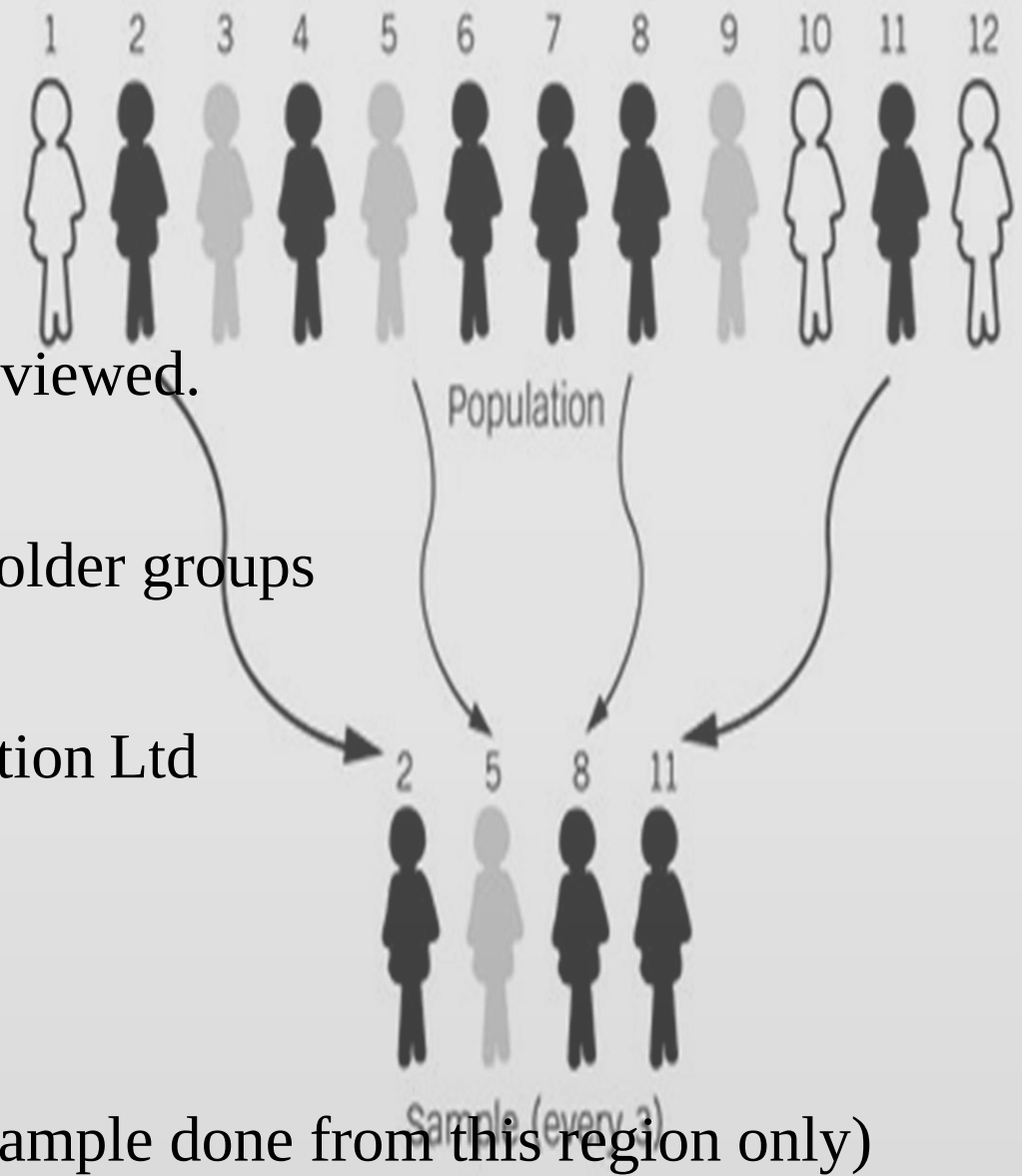
The survey taken from working professional, and stake holders

Open end and close end question were asked to stakeholder.



❑ SAMPLE:

- Sample size: 94 individual were survey and interviewed.
- Sample selection: random selection from stake holder groups
- Setting: west delhi, organization: Hexagon Nutrition Ltd



(random selection of sample done from this region only)

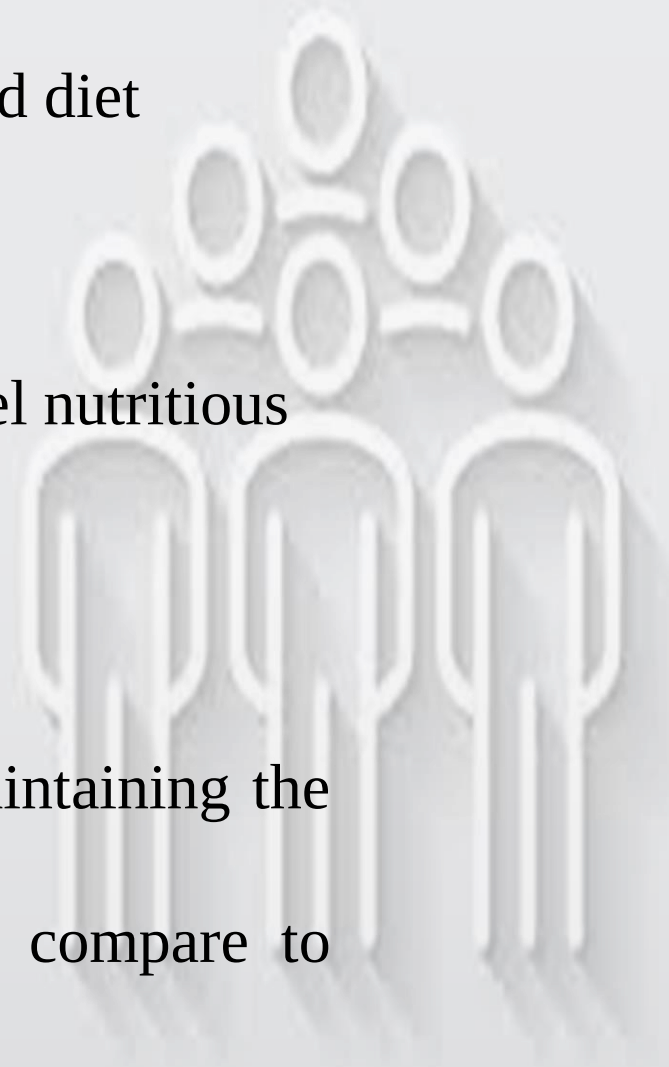
❑ FINDINGS

•**Stakeholder Views on Nutraceutical Products:**

- General physician: need some times but can be fulfill by food and diet
- Surgeon: must need (high protein, high calorie)
- Patient: why need, its wast eof money
- Nurse: depend on condition
- Dietician: need for patient as todays lifestyle food is not that level nutritious

•**Limiting Factors in the Nutraceutical Industry:**

- regulatory inconsistencies(protein X, ensure)
- quality control issues (fssai has to uplevel its standard)
- consumer trust (as per report 70% of protein in india is not maintaining the claimed contain)
- Costumer trust: need fast result nutraceutical shows slow as compare to medicine

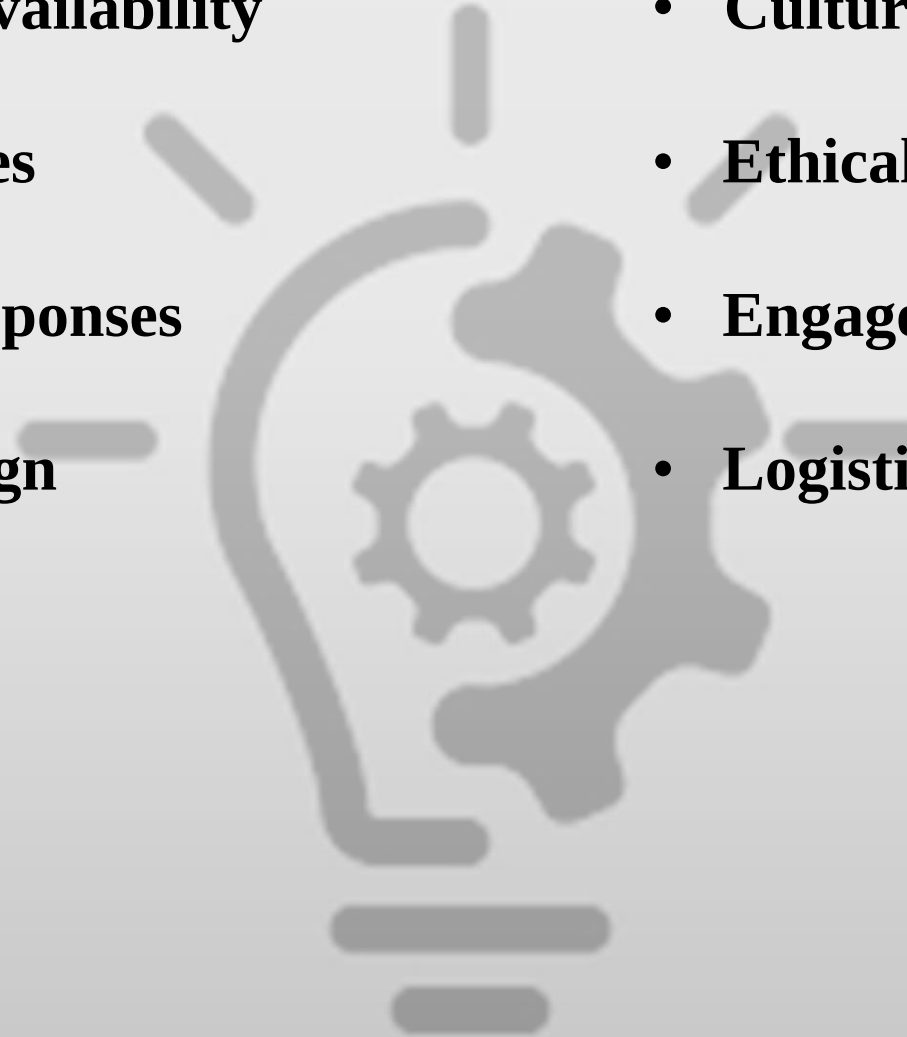


❑ **Factors Influencing Stakeholders:**

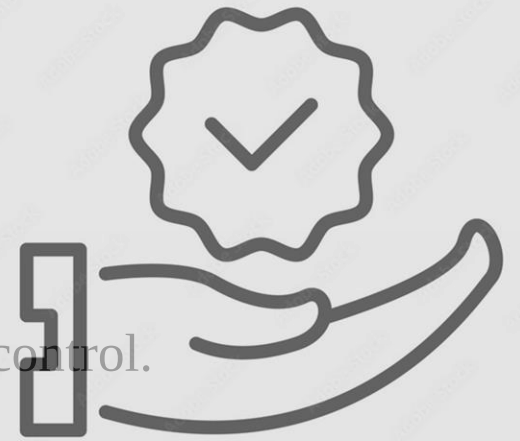
- Clinical evidence (research paper, testimonial, sometimes KOLs opinion)
- patient preferences (taste , palatable, cost[sometime])
- safety profiles (e.g: Dibetic and nephro supplement in hospital)
- marketing: image on product, false claim, missing key point.

❑ KEY CHALLENGES FACED:

- **Respondent Availability**
- **Response Rates**
- **Quality of Responses**
- **Question Design**
- **Cultural and Language Barriers**
- **Ethical Considerations**
- **Engagement**
- **Logistics and Resources**



❑ RECOMMENDATIONS



1.Regulatory Harmonization:

1. FSSAI has to make some special provision on nutraceutical product
2. International harmonization could facilitate smoother approvals and quality control.

2.Quality Assurance:

1. Enhancing consumer confidence through consistent product quality.

3.Clinical Evidence:

1. Evidence of product, clinical trial should be given
2. Testimonial of KOLs, and their case studied

4.Consumer Education:

1. Providing accurate information on the benefits and proper use of nutraceuticals
2. Encouraging informed choices (how to choose type of product they need)

5.Healthcare Provider Engagement:

1. Encouraging healthcare providers to recommend nutraceuticals based on clinical evidence and patient interests. Via. Activities like conferences, CMR, etc.
2. Tell why our product is good, safe, economical will helps us to engage with them.

❑ Conclusion

The nutraceutical industry, valued for its preventive health benefits, faces challenges in regulatory consistency, quality control, and consumer trust. To address these issues, regulatory harmonization, rigorous quality assurance, robust clinical trials, and targeted consumer education are essential.

By addressing these areas, the industry can tap into growing consumer interest in natural health products.



Thankyou