

STUDY ON THE PHARMACEUTICAL SALES OF OMEGA 3, EPA AND DHA PRODUCTS AND THEIR PROMOTIONAL STARTERGIES



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OBJECTIVES

- ◆ To know about the various brands of Omega3 EPA and DHA and their dosage forms in the market.
- ◆ To know at which indications pediatricians are prescribing omega 3 EPA and DHA
- ◆ To know for which age group omega 3 EPA and DHA is given
- ◆ To know factors influencing doctors to prescribe Omega 3 EPA and DHA products

METHODOLOGY

Study Design: Descriptive research design

Sampling Method: Simple Random Sampling

Target audience: paediatricians and chemist

Sample Population: 200

Sample Size: Paediatricians-100, chemist-100

Sample Area: Bangalore City

Time Period: 2 months

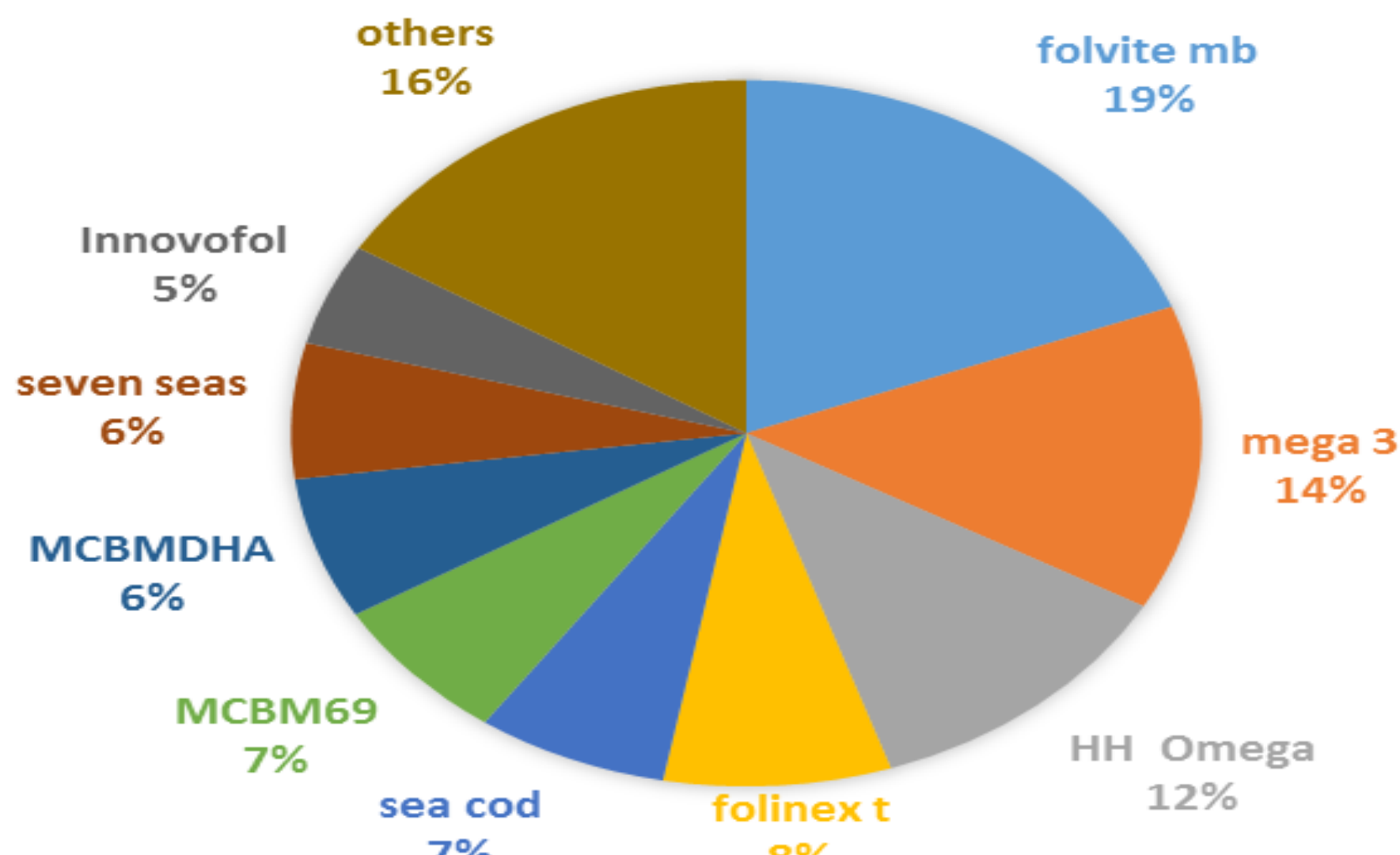
Data Collection: Separate Survey Questionnaires were used to collect data from for paediatricians and doctors,

Data Analysis: Data analysis was done using MS-Excel and interpreted.

SCOPE OF STUDY:- To know the major competitors in the market, also to know at which indications doctors are prescribing the Omega 3 EPA and DHA for pediatric patient and for which age group and what all the activities influences doctors to prescribe the product.

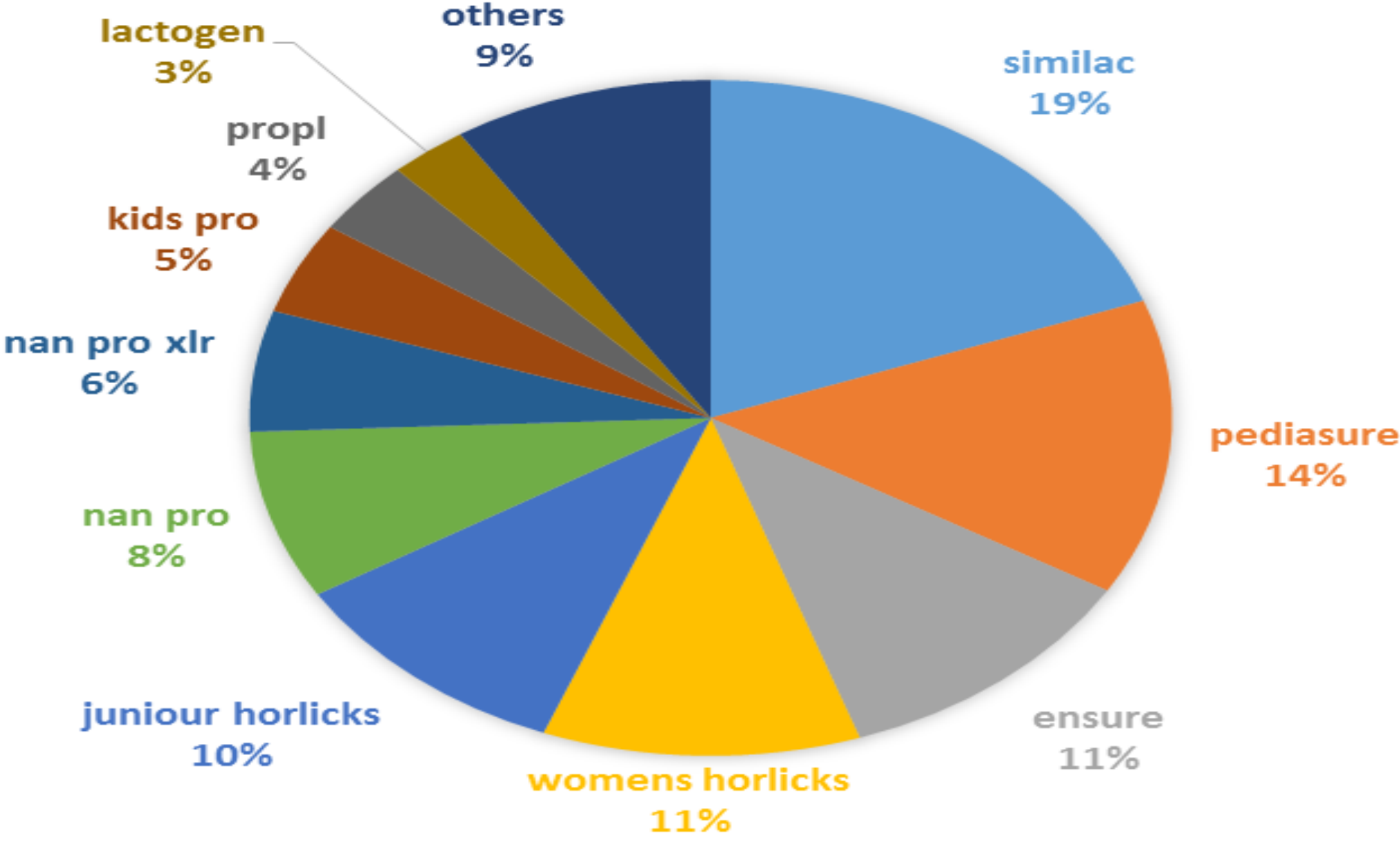
ANALYSIS

SALES OF TABLETS



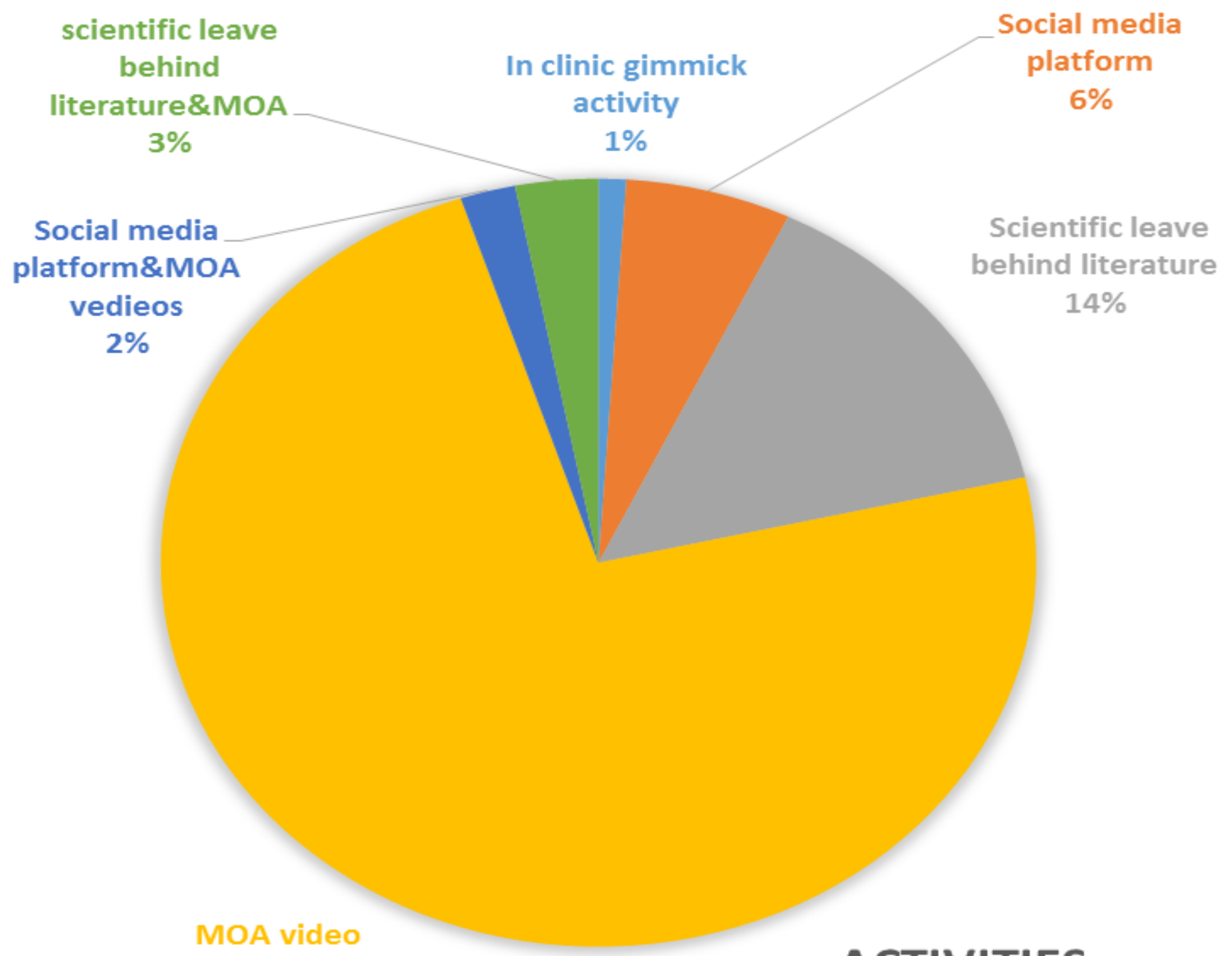
INFERENCE:- The above stated data says that the major selling brands in tablets are Folvite MB , Mega 3, HH Omega , folinext , Seacod ,MCBM69, MCBMDHA , seven seas ,innovfol others include Epiot ,gemsoline D3 max ,multicore, Galx,allesca,Oshmega,coq,absolute3z, folinal, sti-aphro ,diaphro ,folfive ,docosa fm, triple omega, vegan, folnine, duph stone, instaimmune, folcep, ucbiq.

SALES OF POWDERS



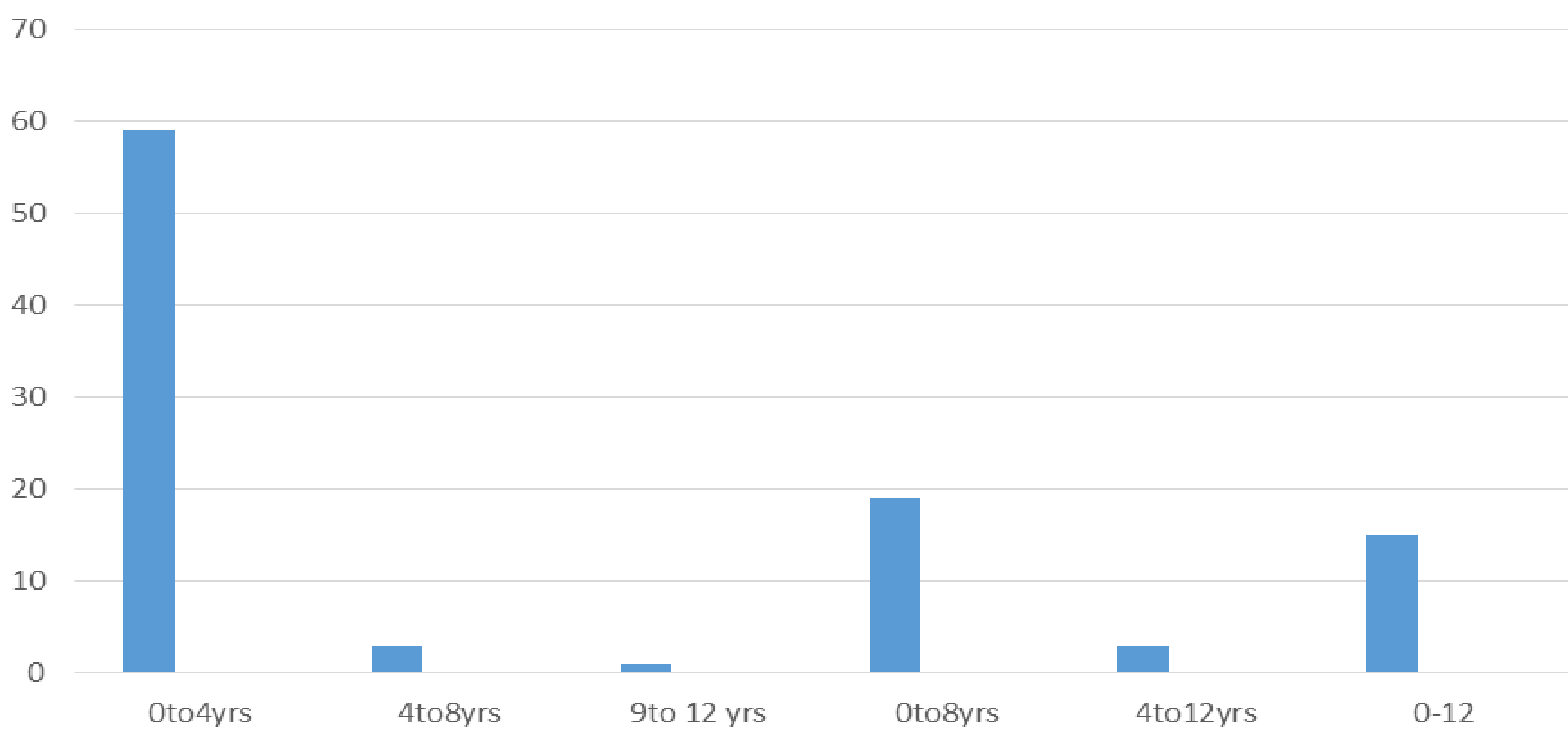
INFERENCE: - The above stated data says that the major selling brands in powders are similac , pedi-asure ,ensure ,women’s Horlicks, junior Horlicks, nan pro, nan pro xlr ,kids pro ,propl ,lactogen ,others include simmom ,grovivo, macro ,Aptamil, GRD, immunobooster, protovic, Protein-X-Junior, ERG ,Nuture DRX .

ACTIVITIES



INFERENCE :- The above stated data represents the activities that influences doctors to prescribe the product .

AGE GROUP



RECOMMENDATIONS

1. There are no liquid dosage forms found in market the company should focus towards launching the liquid dosage forms of Omega 3 EPA and DHA products along with the combination of multivitamins and minerals for pediatric patients.
2. The cost of omega 3 EPA and DHA containing products are very high so company should mainly focus on generic version of the product so market penetration will be easier.

REFERENCES

- 1 Therapeutic Benefits of Ω-3 Fatty Acids from Fish Samanta S Khora
2. Omega-3 Fatty Acids EPA and DHA: Health Benefits Throughout Life1,2 Danielle Swanson,3 Robert Block,4 and Shaker A. Mousa3,5*
3. Omega-3 fatty acids and the treatment of depression: a review of scientific evidence *Ab LatifWani, Saja-AhmadBhatI, Anjum Ara*
4. Long-chain omega-3 fatty acids and the brain: a review of the independent and shared effects of EPA, DPA and DHA
5. Long-chain omega-3 fatty acids and the brain: a review of the independent and shared effects of EPA, DPA and DHA

INFERENCE:-The above stated data represents the indications for which paediatricians are prescribing Omega 3, EPA and DHA for patients

INDICATIONS

