



Market Need and Assessment on Nicotine Polacrilex Gums.



Introduction

Nicotine replacement therapy (NRT) is a medically-approved way to take nicotine by means other than tobacco. It is used to help with quitting smoking or stopping chewing tobacco. It increases the chance of quitting smoking by about 50% to 70%. Often it is used along with other behavioral techniques. Types of NRT include the adhesive patch, chewing gum, lozenges, nose spray, and inhaler. The use of more than one type of NRT at a time may increase effectiveness.

Objectives

- **Objective 1:** To analyze the sale of Nicotine gum through chemist in Chandigarh, Delhi & Jaipur (Rajasthan).
- **Objective 2:** To observe the prescribing pattern and application of anti smoking techniques applied by Doctors for Nicotine Gums in Chandigarh, Delhi and Jaipur (Rajasthan).

Methodology

Study design: Descriptive study **Sample area:** Chandigarh, Delhi, Jaipur (Rajasthan) **Sampling:** Non probability purposive sampling

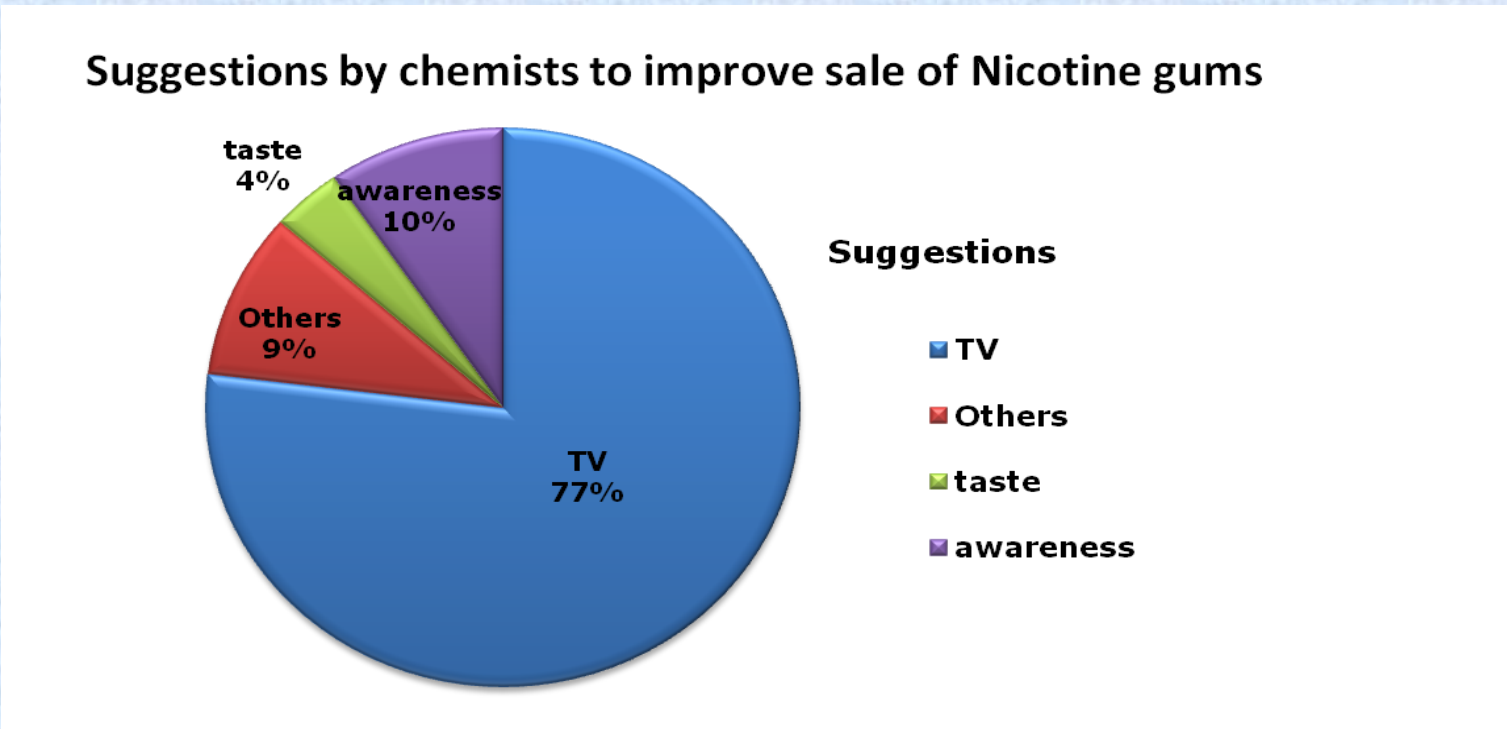
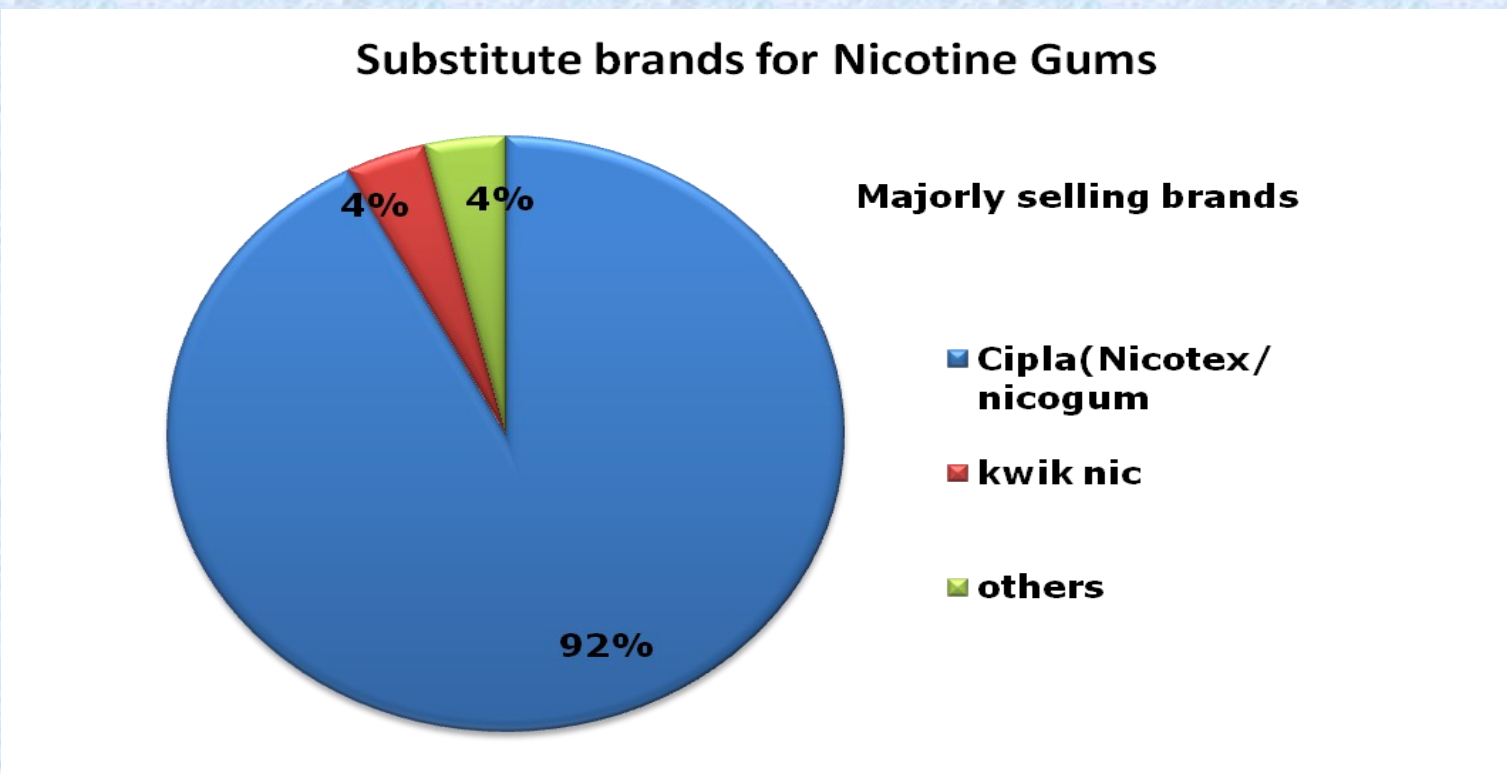
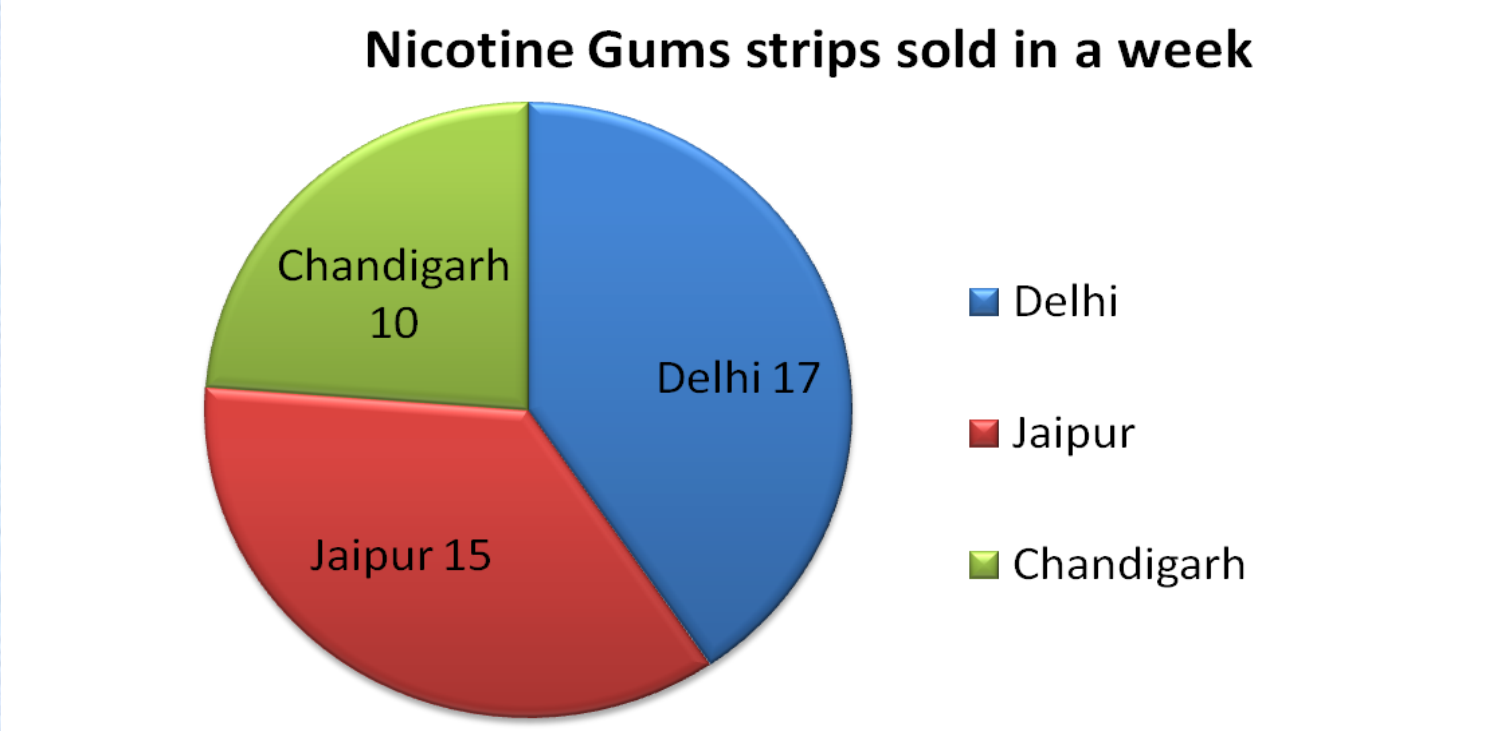
Sample population: Chemists and Chest physicians, ENT surgeons and Consultant Doctors

Sample size: 1) Chemist : 125 2) Doctors : 125

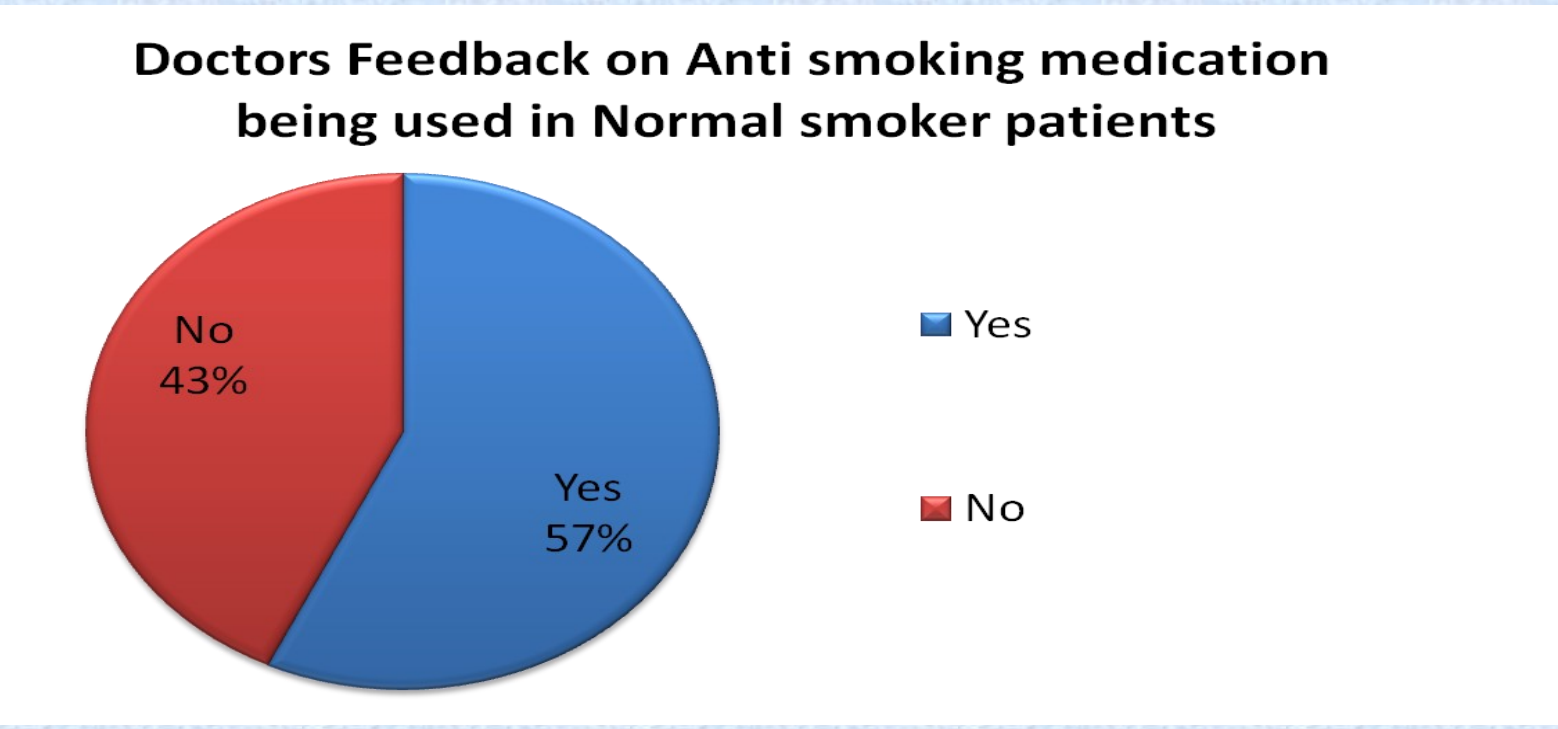
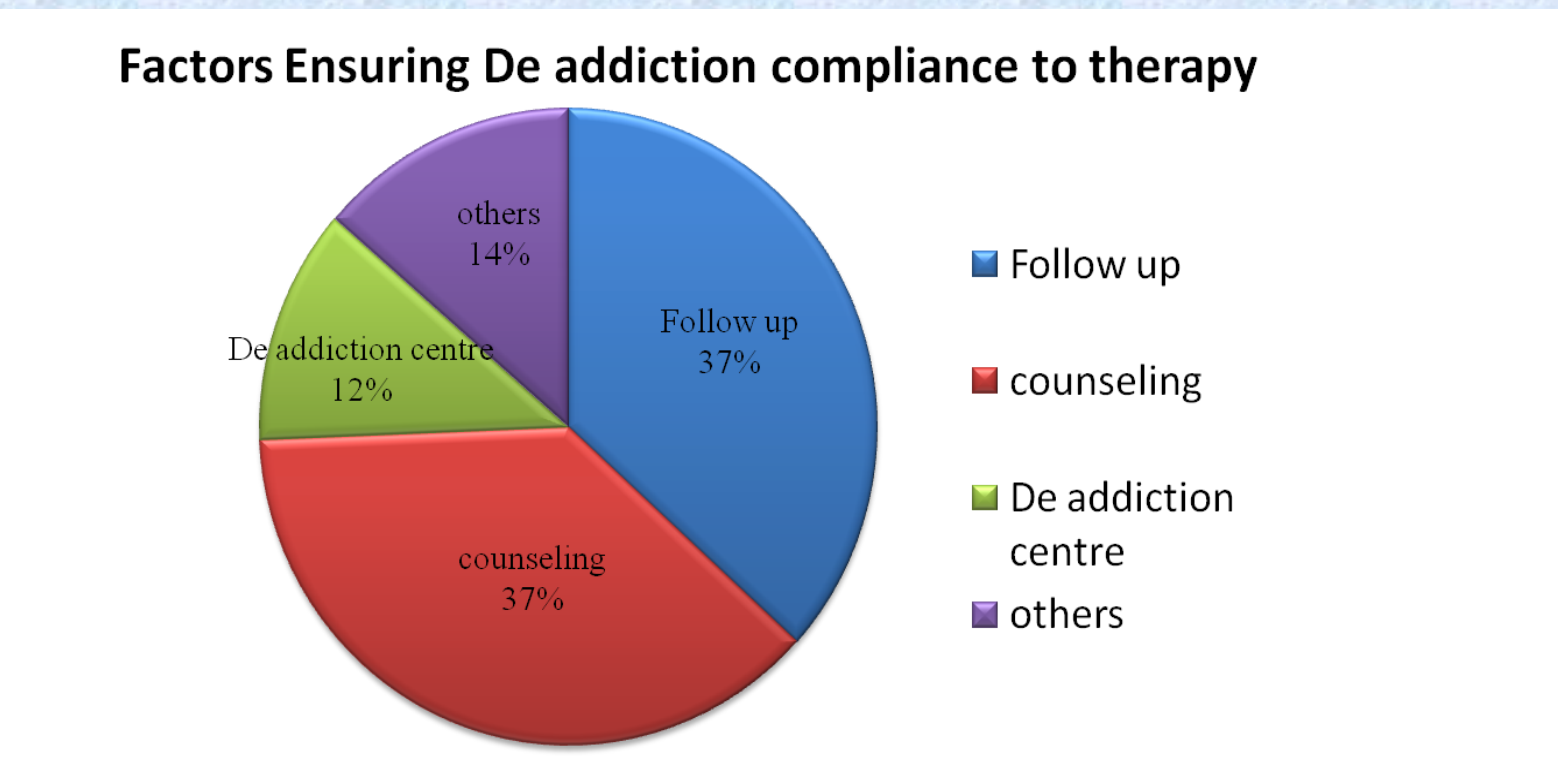
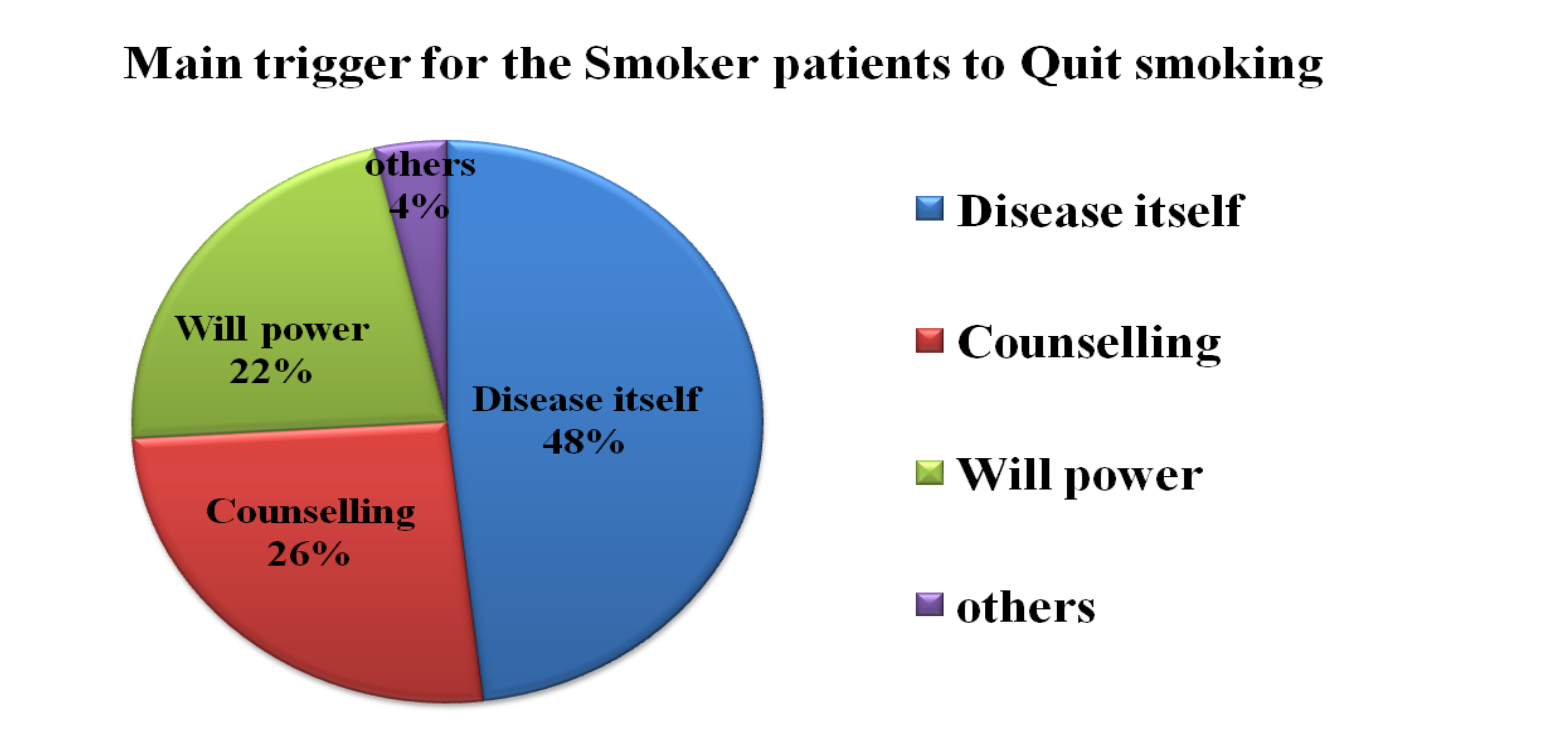
Mode of data collection: Primary data collected by the means of personal interview with doctors and pharmacists and the information given by them is directly recorded in questionnaire.

Findings

Chemist Audit



Doctors Survey



CONCLUSION

Chemist Survey:

1. There is as such no competition between these brands. As Cipla (Nicotex) is currently dominating the major part of Nicotine gums market in India
- Nicotine Gums Brands:**
 - Nicotex - Cipla
 - Nicogum - Cipla
 - Nicorette Gum - GSK
 - Kwik nic – ITC
 - 2baconil – Rusan Pharma.
2. Mainly the sale of Nicotine gums is more in Delhi but the Sample size was less as compared to Chandigarh & Delhi. Whereas study population of Jaipur region was more So, according to that sale in **Jaipur (36%)is more**, following that is then **Chandigarh(24%)** than **Delhi(40%)** But sample size was lesser as compared to Jaipur & Chandigarh.

Doctors Survey:

- **As per data collected from chemists in different cities 90% sale comes through OTC sale. & Remaining 10% is through Drs. Prescription.**
- Prescription of NRT gums is still not popular in India as doctors are not prescribing them much and they are just concerned about the main disease conditions. **On average 37% doctors said they have tried Nicotine gums on their patients and still 63% haven’t tried gums on their patients ever.**
- **As per data collected 37% doctors responded that best way to ensure the compliance to therapy is through Follow up & Counseling.**

DISCUSSIONS & RECOMMENDATIONS.

- Designing a strategy in such a way that the sales representatives are stuffed with a great amount of knowledge about the product and its updates Through the Photographic education, Awareness through videos .,
- **Increasing the frequency of TV advt. on all programs and channels.**
This will trigger the mind of person again and again will provoke him to know about the product more and to try it once.
- **Counseling through other past smoker patients:** By this they will build confidence in themselves if that person can quit. We also can quit smoking and lead a healthy disease free life
- **IEC materials refers** to a public health approach aiming at changing or reinforcing health-related behaviors in target audience, often develop posters, flyers, leaflets, brochures, booklets, messages for health education sessions, radio broadcast or TV spots, etc.
- **Show little X-Rays, tell them their health status, moral lectures, Financial implications:**
- Along with this, focusing on the Competitors also helps a lot in designing the Promotional Strategies for Nicotine Replacement Products.