



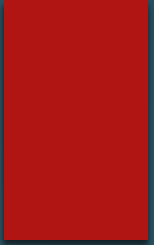
Raptakos, Brett & Co. Ltd.
PIONEERS IN NUTRACEUTICALS, SINCE 1930

Study the “Pediatric food product market in India competitive insights, developer landscape and potential product of the market”

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INTRODUCTION

- ▶ Baby food is any soft, easily consumed food other than breastmilk or infant formula that is made specifically for human babies between four and six months and two years old.
- ▶ Meeting the nutritional needs of infants as they grow is essential for their healthy development. Feeding infants inappropriately or insufficiently can cause major illnesses and affect their physical and mental development.
- ▶ Goldstein Research analyst forecast that the India baby food market is set to reach nearly USD 48.1 billion by 2024, growing at a CAGR of 6.3% over the forecast period (2017-2025).
- ▶ Based on product type, cereals-based baby food segment dominated the market with a share of nearly 35.1% and it is closely followed by the milk formula segment market that is expected to grow at a CAGR of 6.9% over the forecast period.

OBJECTIVE



To Study the “Pediatric food product market in India, competitive insights, developer land scape and potential product of the market.



Market Segmentation, Competitor landscape of pediatric market equivalent to Raptakos

METHODOLOGY



Study Design: Analysis of secondary data and desk review of relevant documents.



Study Selection : The selection of sample is through world for Pediatric market, but focus is restricted to Indian market.



Data Collection: All the data was collected from various secondary sources. This includes the reports and project documents at each sector. Company websites, Published articles, Journals, Review articles.



Tool & techniques: Research Instruments used was Excel



Data Analysis: The gathered data was entered a form presentation. Impact analysis based on different attributes was calculated on the Excel based model and interpretation are entered in final report.

DISCUSSION

Disease Overview

► Acute Gastroenteritis (Infantile Diarrhea) Specifically for zerolac

Infectious diarrhea is a condition that causes inflammation of the gastrointestinal tract

The infection is built up in the stomach and small intestine area.

Characterized by frequent loose stools

Diarrheal disease in infants is frequently complicated by lactose intolerance.

► Cause and Symptoms

Diarrhea can be caused due to infectious acquired through feco-oral route or by ingestion of debased food or water.

Bacterial or parasitic infection, which is a rare cause in developed countries.

Antibiotics

Symptoms

Bloody stools

- Chills
- Fever
- Loss of control of bowel movements
- Nausea or vomiting
- Pain or cramping in the abdomen

Treatment

- Eat more foods containing starch fiber and that are easy to digest.
- Consume more food that contains nucleotides to improve gut mucosal defense, growth and repair of GI cells, that helps in increasing intestinal villi,
- Products like zerolac helps in building immunity by IgA levels that helps in defending diarrhea.
- Consumption of food supplements that has zero sucrose zero lactose and zero milk protein and containing essential nutrients such as nucleotides, alpha lactalbumin, inositol etc.

Pediatric Food Market Segments

The market is segmented based on product type, and distribution channel

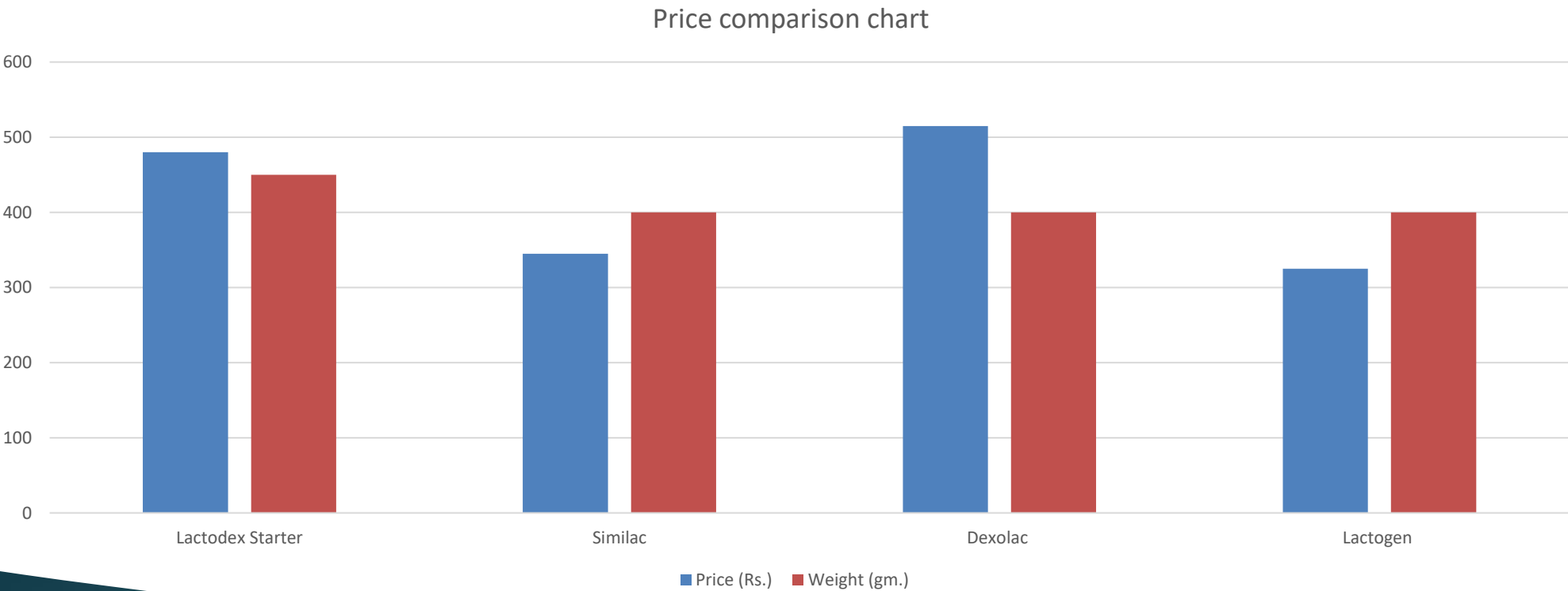
By Product Type

- ▶ Dried Pediatric food
- ▶ Milk formula
- ▶ Prepared Pediatric food
- ▶ Another Pediatric Food

Marketed by distribution Channel

- ▶ Super Market
- ▶ Hyper Market
- ▶ Small grocery retailers
- ▶ Health and beauty retailers

Competitive Landscape of Marketed Product



THE GIVEN BAR CHART REFLECTS THAT LACTODEX STARTER ONE OF THE MOST LEADING PEDIATRIC PRODUCT OF RAP TAKOS AS COMPARED TO OTHER COMPETITOR PRODUCTS LIKE SIMILAC, DEXOLAC AND LACTOGEN IN COMPARISON OF PRODUCT PRICE AND WEIGHT RANGING IN BETWEEN 400 AND 500 FITS BEST AND IS MOST RECOMMENDABLE AND PREFERRED BRAND OF RAP TAKOS



Products	Company	Weight (gm.)	Price (Rs.)	Nutritional content
Lactodex Starter	Raptakos	450	480	Inositol, Whey: casin 40:60
Similac	Abbott	400	345	Inositol Absent, Whey: casin 20:80
Dexolac	Danone Nutricia	400	515	Inositol Absent
Lactogen	Nestle	400	325	Inositol Absent



The above graph shows the price comparison of the pediatric products of Raptakos and nestle which shows that the price is relatively same. But the per feed cost of Pre nan is Rs. 40 and individual sachet is not available while per feed cost of lactodex HMF is Rs. 22.50 only also can be given in individual sachet for convenience and meeting the needs. Which make it preferable and more recommended brand.

Products	Company	Weight (gm.)	Price (Rs.)	Nutritional content
Lactodex HMF	Raptakos	400	524	Does not contain binder or additives
Pre nan HMF	Nestle	400	520	contain binder obtained from non-veg source



The above graph shows that the price of lactodex LBW as compared to other competitors is comparatively high the reason behind this is Raptakos provides a high-quality product with Alpha lactalbumin and inositol which is not served by the competitive brands.

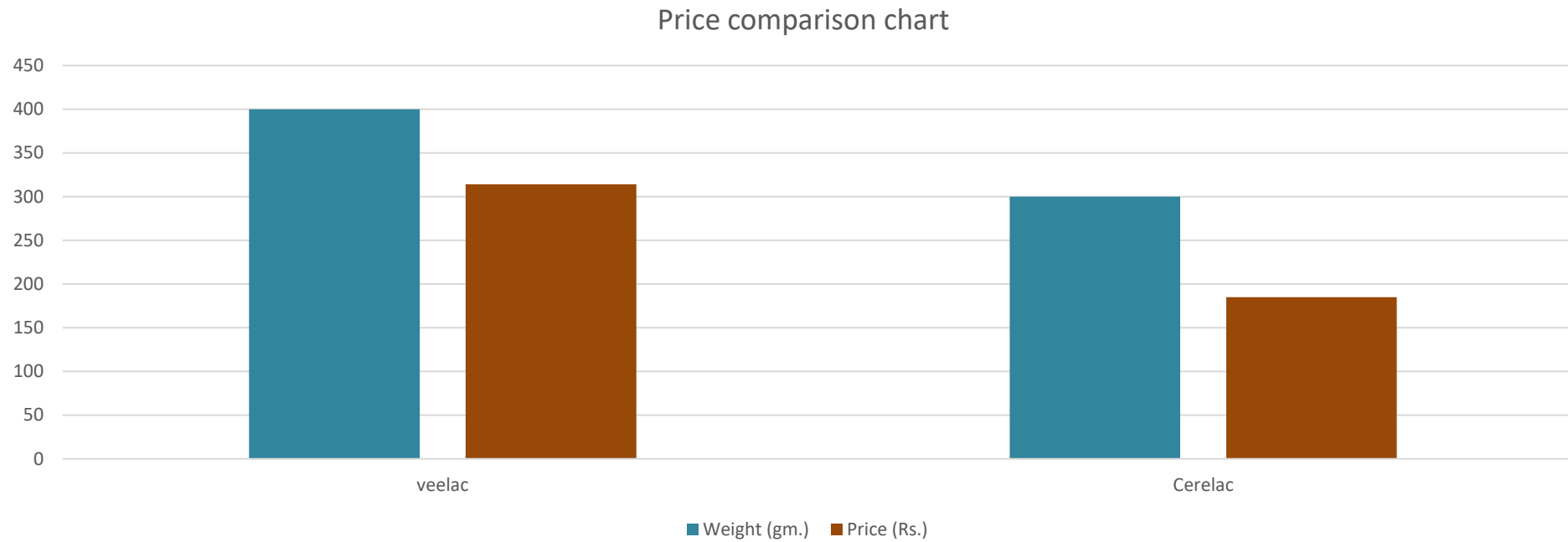
Products	Company	Weight (gm.)	Price (Rs.)	Nutritional content
Lactodex LBW	Raptakos	400	552	Alpha lactalbumin 1.4gm, Inositol Present
Pre nan LBW	Nestle	400	520	Alpha lactalbumin absent, Inositol absent
Similac neosure	Abbott	400	525	Alpha lactalbumin absent
Dexolac Special Care	Danone Nutricia	500	498	Alpha lactalbumin absent, Inositol absent



The above graph shows that the price of zerolac as compared to other competitors is comparatively high the reason behind this is Raptakos provides a high-quality product zerolac containing nucleotides, sucrose, 40% fat as MCT as a source of energy and 100% maltodextrin for easy digestion which is not served by the competitors brand or either present in very minute quantity. Making it more trusted and recommended brand besides being high in price.



Products	Company	Weight (gm.)	Price (Rs.)	Nutritional content
Zerolac	Raptakos	400	520	7.9 mg Nucleotides, Zero sucrose and lactose ,40% fat as MCT
Isomil	Abbott	400	495	Nucleotides absent, Sucrose Present, MCT absent
Simyl MCT	FDC	425	425	Nucleotides absent, MCT absent
Nan Lo lac	Nestle	200	470	Contains lactose



The above graph shows the price comparison of veelac and the only competitor nestle cerelac the revenue breaks up of both the products are relatively same in comparison to the price and weight of the both the products. The knockout points that the veelac contains is that veelac contains Alpha amylase, 10 mg/100gm iron meeting increased iron requirement comes in tin pack ensuring hygiene making it more superior.

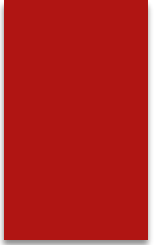
Products	Company	Weight (gm.)	Price (Rs.)	Nutritional content
veelac	Raptakos	400	314	Contains Alpha amylase,10mg/100gm iron content
Cerelac	Nestle	300	185	Contains Alpha absent, only 7.5mg/100gm iron content



The above graph shows the price comparison of Easifud of Raptakos and nestum of Nestle as the graph shows that the price of both the product in comparison to their weight are relatively same. But esifud have the advantage of containing 100% fat as MCT contains 4mg/100mg zinc and iron which is either absent or present in small quantity in the competitor product.

Products	Company	Weight (gm.)	Price (Rs.)	Nutritional content
Easifud	Raptakos	500	360	100% fat as MCT, 4mg/100gm zinc,10 mg iron.
Nestum	Nestle	300	140	MCT Absent, 2.5mg/100gm zinc,8 mg iron.

Discussion & Conclusion



This report helps me to understand the pediatric Pediatric food market in India and about developing market of the product .

Increasing awareness about nutrition, growing population of women professionals, food safety concern, increasing urban population, declining birth rates, advocating breastfeeding through government activities and home cooking are the elements that limits the development of Pediatric food market.

Utilization of cutting-edge innovations, advancements in pediatric food production what's more, overwhelming interests in developing markets would drive the development of the market.

Lack of micro and macro nutrition in the child's diet with small tummy size and high nutrition needs together causes a nutrition gap. It is there for essential to enhance the child diet by including nutrition rich food group such as grains milk formula and other dried food.

- 
- ▶ Raptakos being established since 1930 is restricted to Indian market only if they focus on some important marketing strategies and if these recommendations are implemented properly there will be a hike of about 80 business.

- ▶ **Package Design**

Before customer purchase the product, they are usually attracted by the product design. The out package of the product should have attractive color with clear brand and logo will describing the product features.

- ▶ **Promotional Messages and Themes**

Now in this digital era product promotional message regarding health knowledge and proper nutrition through social media, pop-up messages, digital marketing can play a major role in increasing the product revenue by 20 to 30%.

- ▶ **Pricing Objective and Strategies**

The pricing strategy also has the objective aiming at business increase. They can include cost driven strategy, competitor driven and customer driven strategy to maximize their business growth.

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THANK
You!

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