

PERCEPTION OF CONSUMER TOWARDS NUTRACEUTICAL AND ITS
MARKET OPPORTUNITY

Dissertation Submitted To



The IIHMR University, Jaipur

For the partial fulfillment for the award of degree of

Master of Business Administration (MBA)

In

Pharmaceutical Management

By

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2021

DECLARATION BY STUDENT

I hereby declare that this dissertation titled perception of consumer towards nutraceutical and its market opportunity is the bonafide record of my original research work. I declare that it has been not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

Name of Student: - Krity Kumari

Date:- 24/06/2021

CERTIFICATE

This is to certify that Kriti Kumari in partial fulfillment of the requirement for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur has successfully completed her dissertation during March 22, 2021 to June 19, 2021.

Place:

Perceptor /Head of the organization

Date:24/06/2021

CERTIFICATE

This is to certify that Kriti Kumari in partial fulfillment of the requirement for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur under my guidance and supervision and her approach to the research study has been sincere, scientific and analytical.

Faculty Guide

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ACKNOWLEDGEMENT

I take this opportunity with pride and gratitude to thank those who have contributed to the successful completion of my dissertation project.

First and foremost, let me thank ALMIGHTY GOD whose grace has been with me at every step.

I would like to express my profound gratitude to Mr. VIVEK HATTANGADI (Chief mentor- The enablers) who guided me throughout the dissertation process by adding ideas and examples.

I also take this opportunity to express my sincere gratitude to Dr. SANDEEP NARULA (In charge placement committee, Associate Professor in IIHMR UNIVERSITY) for his valuable suggestion and support.

I would also like to express my heartfelt gratitude to Dr. SAURAV BANERJEE (Dean School of pharmaceutical management in IIHMR UNIVERSITY) for their cooperative attitude.

Finally I thank and acknowledged my family and friends for their constant support in completion of my project.

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INTRODUCTION

Nutraceutical was coined by combining the term nutrition and pharmaceutical in 1989 by Dr. Stephen De Felice.

Nutraceutical is any substance that is a food or part of food that provides medicinal or health benefits including the prevention and treatment of disease.

Consumer are now concerned about their health and how it going to be managed. They are disappointed with the disease treatment approach because of expensive treatment.

Consumers are now looking for alternatives products that are beneficial for them which make nutraceutical more interesting among peoples.

Nutraceutical ranges from isolated nutrients, dietary supplements, and herbal products to genetically engineered food.

Dietary supplements health and education act 1994 define dietary supplement which contains more than one dietary supplement such as vitamins, minerals, amino acid and herbal. Dietary supplement which is use by consumer increases the demand of nutraceutical consequently.

Categories of nutraceutical:

Nutrients: substances with nutritional functional value such as minerals, vitamins, amino acid and fatty acid.

Most commonly use nutrient are water soluble and water insoluble vitamins which has number of health benefits.

Vitamin A act as antioxidant help in the treatment of skin disorders, muscles, lungs and boost the immune system.

Vitamin C it is use for healthy bone, teeth and skin.

Vitamin E helps in forming blood cell, nerve tissue.

Herbals: it can be extracted and use. Most commonly use herbal is Echinacea which act as immunosuppressant and also use in the treatment of cold and flu.

Dietary supplements also known as food supplement which intended to provide nutrient such as vitamins, minerals, fatty acid that are not consumed in sufficient amount in individual diet.

Individual health is depend on how person can maintain their balanced diet, dietary supplement are the best therapy to keep the body healthy and free from diseases.

Vitamin C is present in various fruit like orange, lemon and grape fruit which is very helpful in maintaining the immunity as it is popular for all the time but due the impact of covid-19 their demands will increases dramatically.

As for vitamin C, Vitamin E is also gaining its popularity due to its antioxidant properties which help body to fight with infections. Foods that are rich in Vitamin are almonds, peanuts, and soybean.

Vitamin D, it is one of the most important nutrients for maintaining immune system.

Iron, it is helpful in carrying oxygen to cell play important role for making immune system strong. Food that enriched in iron is chicken, beans, and broccoli.

Selenium has also shown powerful impact on immune system for preventing infections.

Zinc is proven to be most effective in the production of new immune system cells due the impact of pandemic zinc supplement are given to individuals for boosting their immunity. Due to this pandemic the use of zinc supplement are increased.

Due to the impact of pandemic there is subsequently increase in demand of nutraceutical and its shows desired result and effective in the treatment.

LITERATURE REVIEW

- i. Ahmad Hamza Tahir, Muhammad Mohsin Javed, Jahid Hussain, Published on 31 August, 2020: Nutraceutical and herbal extracts: A ray of hope for covid-19 and related infections, this journal was about pandemic i.e. covid-19. World is effected by the novel corona virus and that time there was no any effective treatment are available. Nutraceutical such as omega-3 fats, vitamins and minerals and plant base compound which is derived from the herbal extracts shows effective in the treatment of covid-19. Vitamin D and Vitamin C has proven to be very effective in the treatment of asthma, common cold and boost immunity.
- ii. Hamid Nasri, Azar Baradaran and Mahmoud Rafein Kopaei, published on 30 May, 2014: New concept for nutraceutical as alternative for pharmaceutical, this journal was reveals about the new concept of nutraceutical. It has effective in various disease treatments such as cardiovascular, cancer, diabetes, immune inflammatory and in obesity also. It is used to prevent chronic disease, improve health, delay aging and increase the life expectancy of human. This journal is all about that nutraceutical which is use as alternative, individuals are moving towards nutraceutical due to its multiple health benefits.
- iii. Gabriela Kolodziej, Barbara Cyran-Grzebyk, Published on 24 June 2019: Knowledge concerning dietary supplement among general public, diet and physical activity are proven to be effective in the maintaining health and dietary supplement also doing the same. Now people are more conscious about their health and because of these general public are more want to know about the new introduction in the market. Due to the knowledge of among the public dietary supplement are not only available in the pharmacies but also in the groceries or online.

GROWTH AND MARKET OPPORTUNITY FOR NUTRACEUTICAL

India has rich in herbal and supplements. Nutraceutical market in India are expected to grow from \$4 billion to \$ 18 billion in 2025, demand for dietary supplement is rising day by day.

Nutraceutical market is divided into
i. Functional food
ii. Dietary supplement
iii. Beverages

Dietary supplement account for 65% of the Indian nutraceutical market includes all herbal, non-herbal and micronutrients. The competition is among these segments.

Major player for nutraceutical market in India
Apex laboratories
Dr. Reddy's laboratories
Amway
Himalaya
Dabur
Emami

Due to the pandemic the people are more dependent on digitally all the news or health related updates are available digitally through internet. Internet penetration helped to increase the availability and sight to nutraceutical market due to this about 40% total spend on nutraceutical in India hold by digital media in 2020 which lead to the increase in its market opportunity.

Factors that influence its market opportunity:

- i. Peoples are more conscious about health
- ii. Change in lifestyle
- iii. People are more effected to chronic disease
- iv. Less physical activity
- v. Desk job

The above problem lead to increase the significant use of dietary supplements among the people and people are now looking for alternative as they try to cure it and take preventive measures, increase cost of healthcare now moving people towards the use of supplements. As most of the supplements are available as over the counter and people are aware about the new introduction in the market.

Prevention is better than cure is now incised in the mind in the mind of the consumer. As of it nutraceutical are come under the priority list as like of other monthly expenses.

Now consumers understand the nutraceuticals health benefits, covid-19 impact the global because this nutraceutical market will grow in coming years.

OBJECTIVE

Primary objective

- To study the market opportunity of nutraceuticals in Indian market.

Secondary objective

- To understand the current trend of nutraceutical with reference to dietary supplement.
- To identify the most fast moving brand of dietary supplement in the market during these pandemic.

RESEARCH DESIGN

Sources of data collection-The data will be collected by filling questionnaire by chemist and consumer.

Type of research- It will be Descriptive research.

Duration of study- 90 days

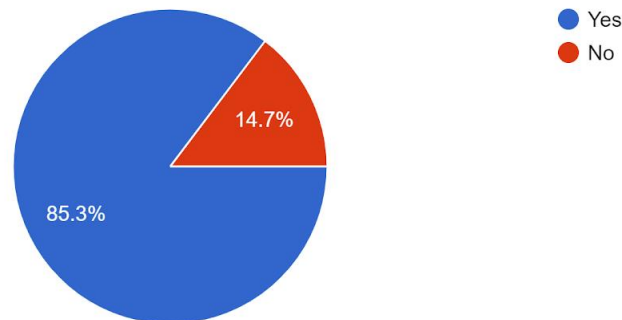
Sample size-120

Sample area- Pan India

Data analysis -The data will be analyzed and interpreted by using MS EXCEL tool.

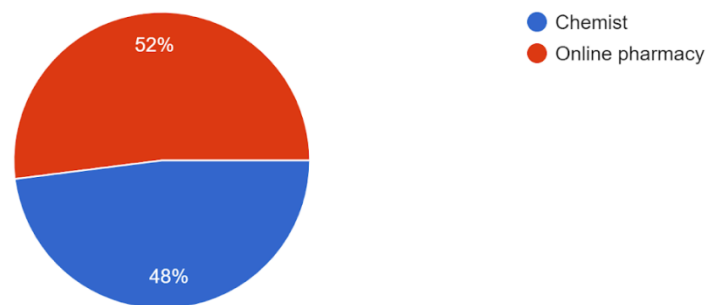
DATA ANALYSIS

1) Have you used any dietary supplements?



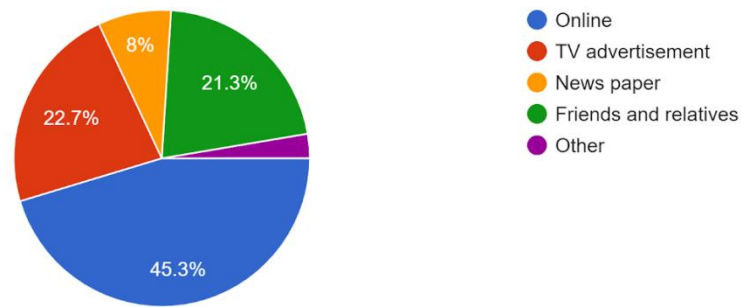
Interpretation: this graph shows that majority of people who answered this questionnaire were used dietary supplements.

2) From where do you purchase your dietary supplements?



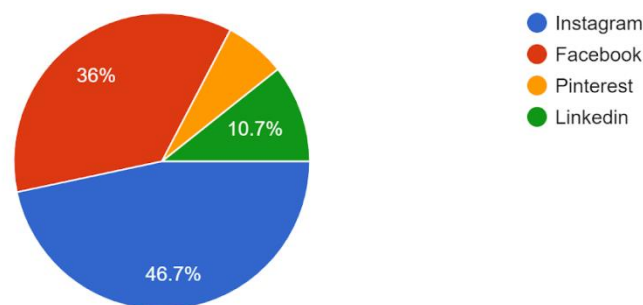
Interpretation: This graph shows that majority of people purchase dietary supplements from online pharmacy.

3) From where do you generally know about new introduction in dietary supplements in the market?



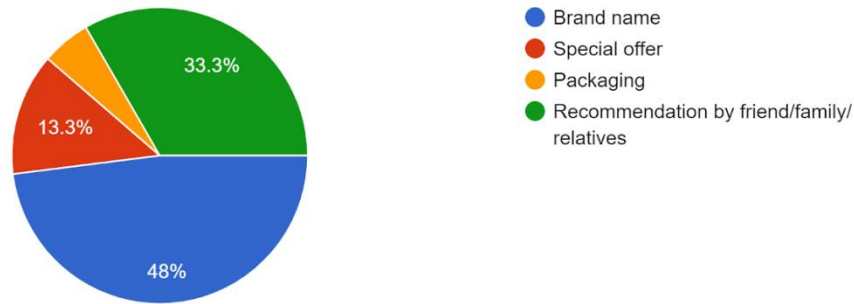
Interpretation: This graph shows that majority of people who answered this questionnaire are come to know about new introduction in the market through online source. (22.2%) people are know from TV advertisement and there are (21.3%) from friends/ relatives and very less (8%) from newspaper.

4) In which social media platform do you see the most advertisement related to nutraceutical/herbal/supplements?



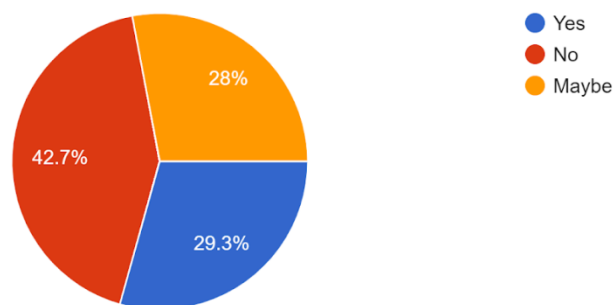
Interpretation: This graph shows that majority of people see advertisement related nutraceutical in instagram (46.7%) and in Facebook (36%) and in LinkedIn (10.7%)

5) When buying dietary supplements which of these following influences your buying decision?



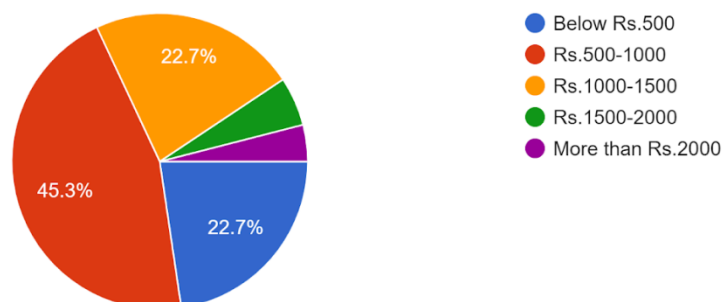
Interpretation: This graph shows that majority people influenced to buy with the brand name (48%)

6) Are you influenced to buy a product that is endorsed by celebrities?



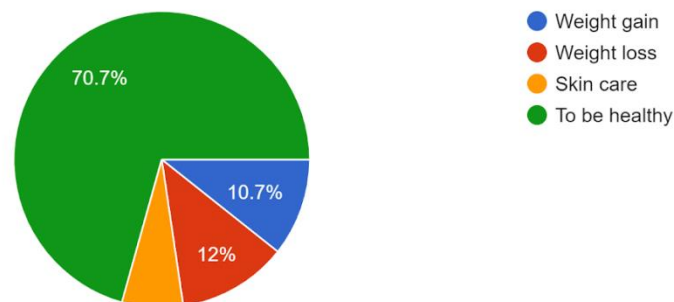
Interpretation: This graph shows that majority of people are not influenced to buy product that is endorsed by celebrities (42.7%) and (28%) are not sure about and (29.3%) influenced to buy product.

7) On average, how much do you spend on dietary supplements?



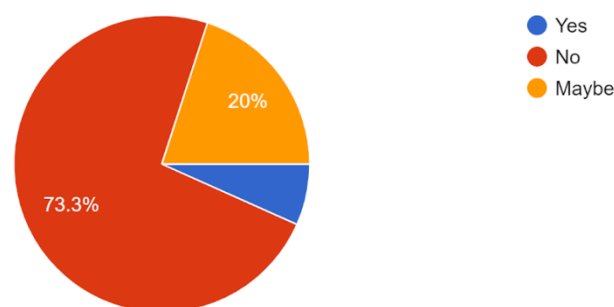
Interpretation: This graph shows that majority of people spend Rs.500-1000 on dietary supplements (45.3%) and (22.7%) for Rs. below 500 and Rs.1000-1500 and (0%) had no respondent to Rs. 1500-2000 and More than Rs. 2000.

8) What is the purpose of taking dietary supplements?



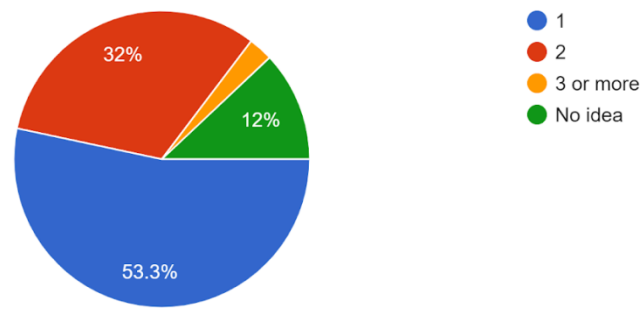
Interpretation: This graph shows that majority of people are taking dietary supplement for to be healthy (70.7%).

9) Have you experienced any side effect while taking dietary supplements?



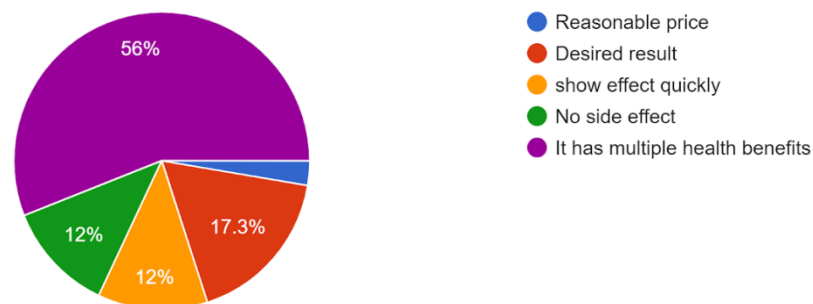
Interpretation: This graph shows that majority of respondent has not experienced any side effect while taking dietary supplements (73.3%) and (20%) are not sure and (6.7%) had no respondent to yes.

10) How many times in a day you take dietary supplements?



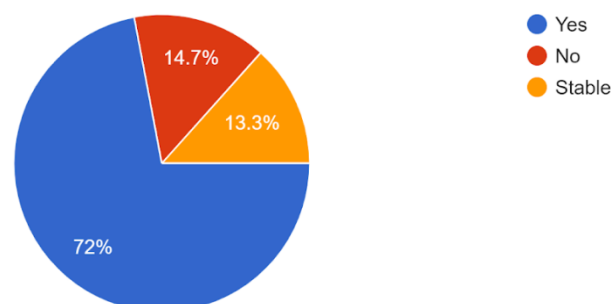
Interpretation: This graph show that (53.3%) people are taking dietary supplement one time and (32%) are two times and (0%) had no response to 3 or more time and (12%) had no idea.

11) Based on your experience, why would you recommend others to purchase dietary supplements?



Interpretation: This graph shows that majority people recommend others because it has multiple health benefits.

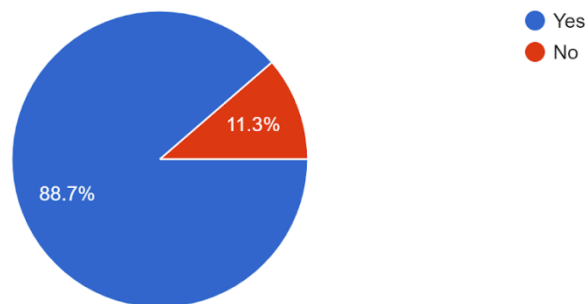
12) Do you believe due to the impact of Covid-19 the use of dietary supplements is increasing?



Interpretation: majority of people said that the use of dietary supplements has increased due to the pandemic.

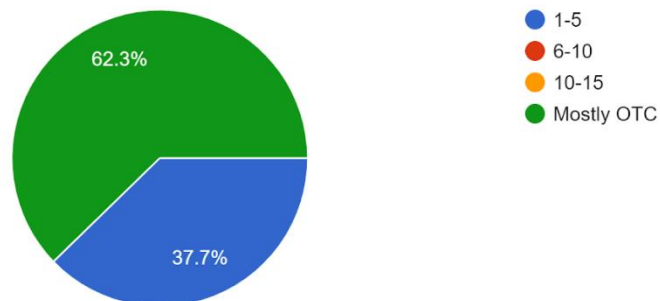
Chemist responses

1) Do you sell dietary supplements?



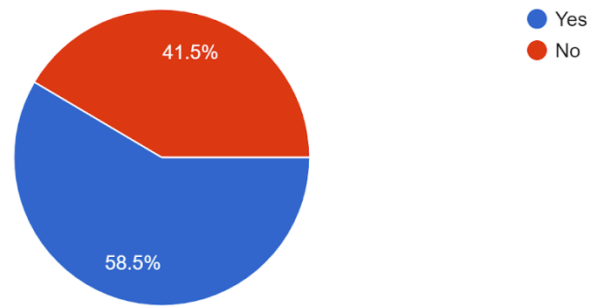
Interpretation: This graph shows that (88.7%) chemist sell dietary supplement and (11%) do not sell.

2) How many prescriptions do you receive per day for dietary supplements?



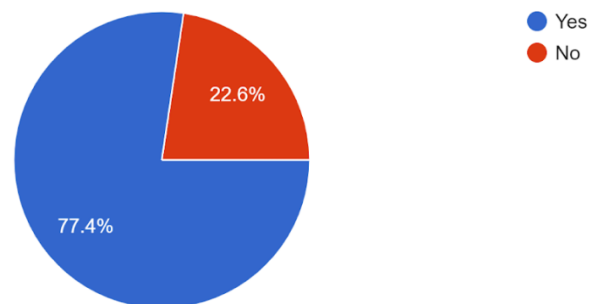
Interpretation: Here (62.3%) said that they mostly receive OTC and (37.7%) said that they receive 1-5 prescription per day.

3) Are the consumers aware about their problems?



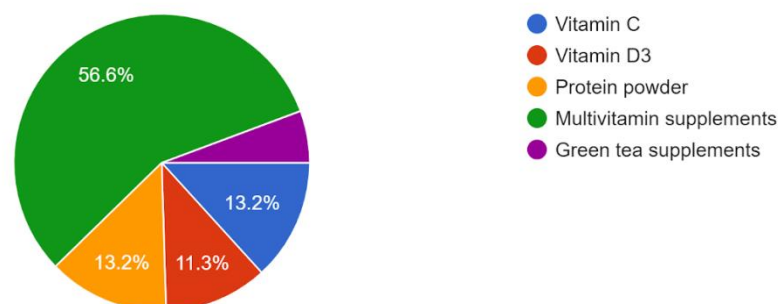
Interpretation: This graph shows that majority of chemist said that consumers are aware about their problems.

4) Due to Covid-19 impact, is there increase in selling of dietary/herbal/supplements?



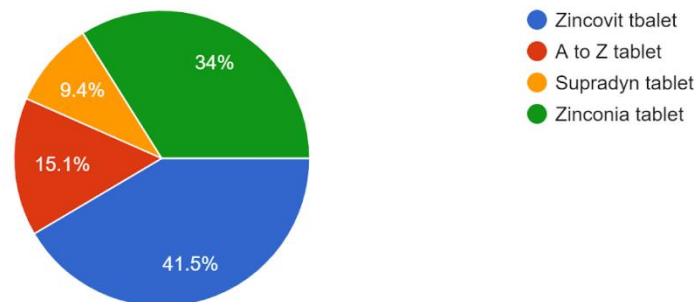
Interpretation: Here (77.4%) chemist said that there is increase in selling of dietary supplements and (22.6%) said that there is no increase in sell of dietary supplements.

5) Which of these supplements consumer are most likely to buy?



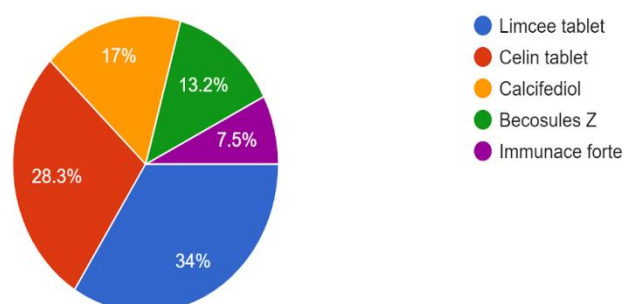
Interpretation: This graph shows that consumer is most likely to buy multivitamin supplements.

6) In these following which are the most prescribed multivitamin supplements during these pandemic?



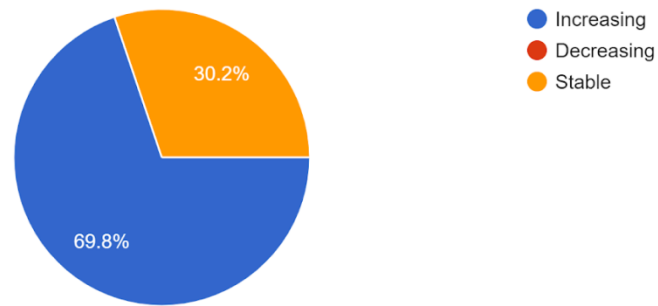
Interpretation: This graph shows that most prescribed brand during these pandemic are Zincovit (41.5%).

7) According to you which of these following brands are in high demand due to these pandemic?



Interpretation: Brand which high in demand during these pandemic are Limcee tablet (34%)

8) What trend do you observe for nutraceutical market?



Interpretation: Most of the chemist said that there is increase in demand of nutraceutical market.

Recommendation

- There are somewhat barrier in adopting nutraceuticals some articles show misconception about nutraceutical that it is not natural and effective. One should consider this point during launching product.
- Promoting brand to chemist will enhance the growth of nutraceutical because most the supplement is available in over the counter.
- There is need to understand the consumer perception and behavior time to time more awareness programs are required for doctors as well as for general public.
- One should collaborate with the agency that has experience in nutraceutical market.
- More blogs and advertisement should be shown in various social media platform for understanding of the consumer.
- Social media play important role for advertisement. People are more likely to buy product that are recommended by their social media influencer.

CONCLUSION

This study gives clear insight about the people perception and knowledge about the nutraceutical. It had been seen during the pandemic, the growth of nutraceutical raised.

Now people are more aware about the herbal/dietary supplement. This study was basically done to know about the consumer's and chemist perception about nutraceutical and to know the current trend of nutraceutical market. Now days it has been seen that the demand of nutraceutical increased

The wellness market will grow in coming year. Consumers are spending more in the categories like dietary supplement, anti-aging supplement and also in beauty supplements.

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