

MARKET ASSESSMENT OF NUTRACEUTICAL BRANDS IN MALE INFERTILITY

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INTRODUCTION

- Infertility is a disease of the male or female reproductive system defined by the failure to achieve a pregnancy after 12 months or more of regular unprotected sexual intercourse.
- Infertility may be caused by several different factors, in either the male or female reproductive systems. However, it is sometimes not possible to explain the causes of infertility.
- Nutraceutical is broad term describing foods, food ingredients, and dietary supplements that provide specific health or medical benefits, in addition to the basic nutritional value found in the food.
- Medically therapeutic nutraceuticals have become more popular as a result of public awareness and increasing interest by the scientific community and consumers.
- Different nutraceuticals, including herb, fruits, vegetable, nutritional supplements, and vitamins, have been promoted to improve many aspects of male infertility.
- These includes sperm function and semen analysis parameters, erectile function, and libido.
- The purpose of this research is to identify use of nutraceuticals in the treatment of male infertility.

OBJECTIVES OF THE STUDY

- To determine what are the specific requirements of doctor in nutraceutical combinations in the treatment of Male infertility?
- To understand how they make decisions, which brand they prescribes?

RESEARCH METHODOLOGY

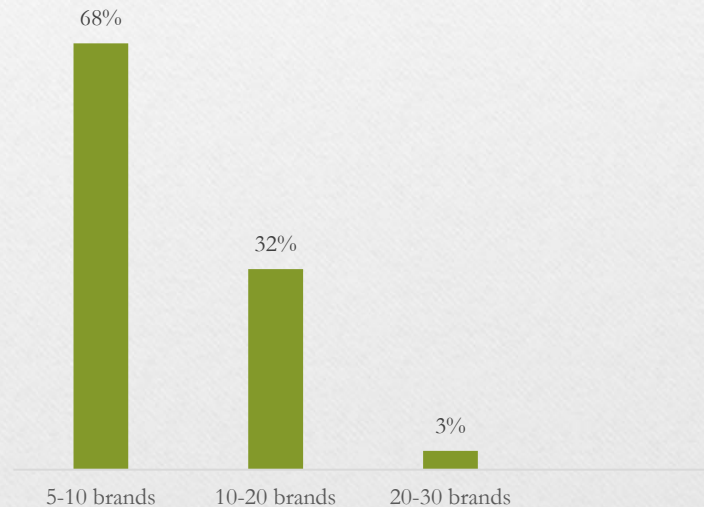
- **Type of analysis:** - Descriptive
- **Data collection:** - Primary data was received by the respondents throughout questionnaire and secondary data was collected from the printed journals, literature, and reference books, besides this statistical data was even be accessed within the research study.
- **Duration:** - 3 Months
- **Sample size:** - 200 (100 Gynaecologist & 100 Retailers)
- **Tools used for data analysis:** MS-EXCEL

DATA ANALYSIS AND INTERPRETATION



Analysis of Nutraceutical brands (Fertility supplement) available in retailer store

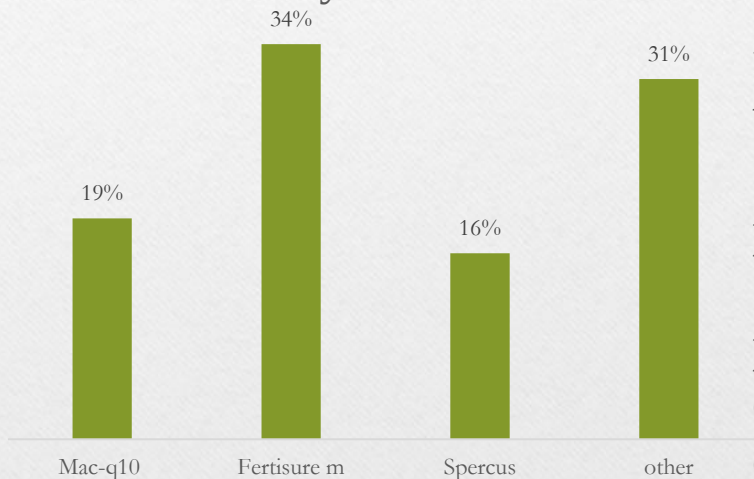
Nutraceutical brands available
in retailer store



The column graph shows the number of Nutraceutical brands available in their retailer pharmacies. About 5-10 brands are available in 68% of retailer pharmacies whereas 11-20 brands are available in 32% of retailer pharmacies, 3% of retailer pharmacies has 21-50 brands available in their stores.

Analysis of nutraceutical brands prescribed by the Doctors for the treatment of male infertility.

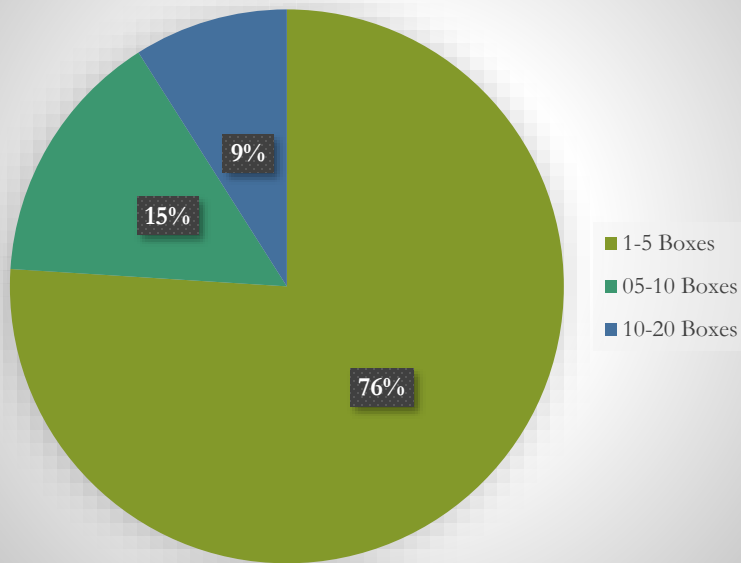
Nutraceutical brands prescribed by the Dr.



The graph displays certain brands of Nutraceutical that are mostly prescribed by the doctors, according to the data collected from the retailers, 34% of retailers stated that doctors. Mostly prescribe Fertisure M, 19% of them said Mac-q10 is the most prescribed brand of nutraceutical whereas 16% of retailers showed Spercus as highly prescribed brand of multi vitamins and rest of the 31% of retailers stated other brands of nutraceuticals as mostly prescribed ones that comprises of Coq forte, Oligocare, Zoamates.

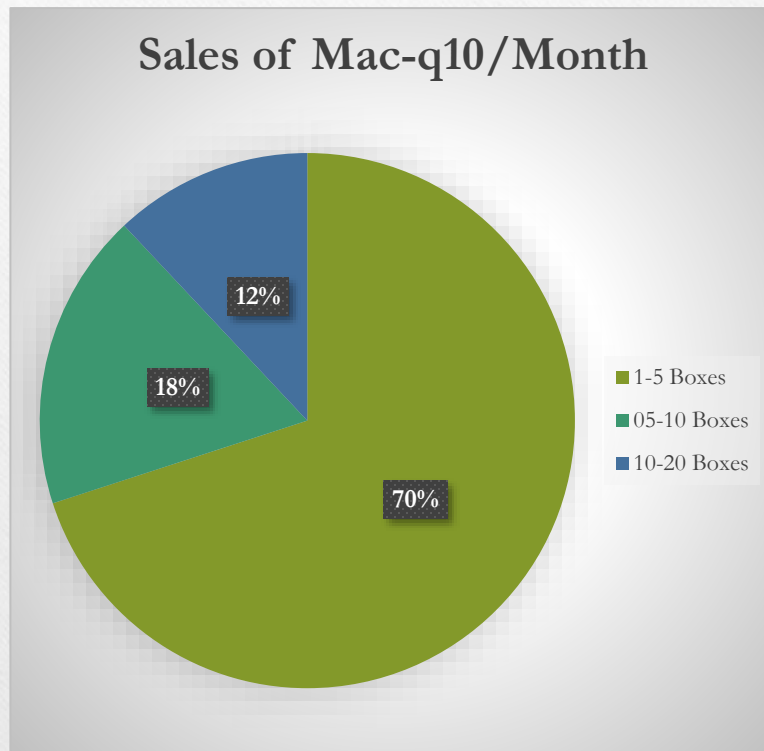
Analysis of monthly sales of Fertisure-M

Sales of Fertisure M/Month



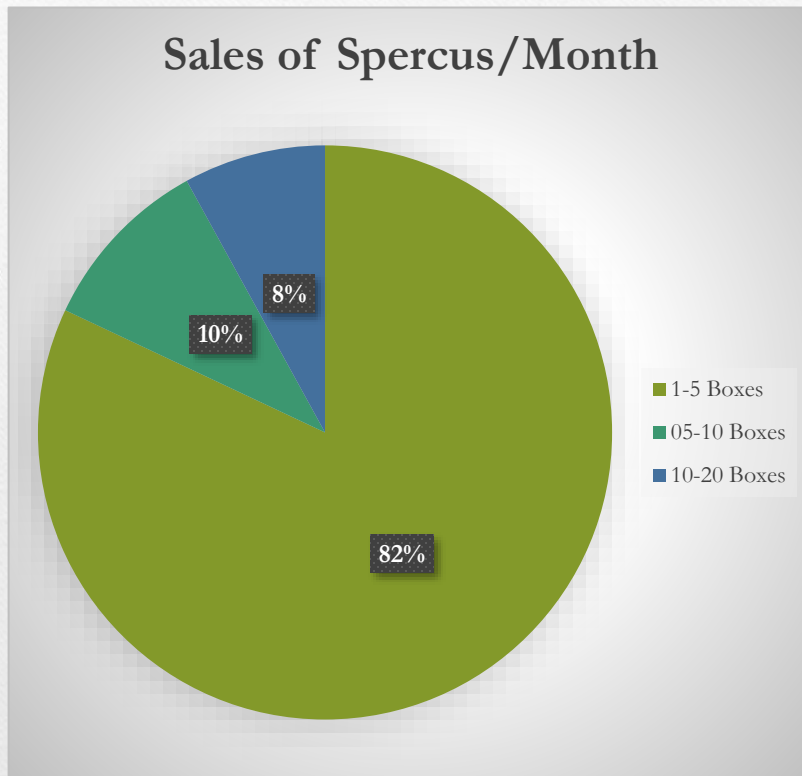
The graph represents the monthly sales of Fertisure-M brand in terms of number of boxes per month here, 76% of retailers stated the sales of 1-5 boxes of Fertisure-M/month, 15% of retailers showed sales of 5-10 boxes while 9% of them said 10-20 boxes monthly.

Analysis of monthly sales of Mac-q 10



The graphs state the monthly sales of Mac-q10 brand in context to the number of boxes usually sold per month ,70% of retailers responded the sales of 1-5 boxes of Mac-q10, 18% declared sales of 5-10 boxes monthly while only 12% of retailers showed sales of 10 -15 boxes in one month.

Analysis of monthly sales of Spercus



The graph states the monthly sales of Spercus brand in with respect to the number of boxes per month here, 82% of retailers declared the sales of 1-5 boxes of Spercus per month, 10% of retailers told the sales of Spercus, 5-10 boxes per month and only 8% stated sales of more than 10 boxes monthly.

Analysis of Therapy duration of infertility with nutraceutical brands prescribed by doctors.

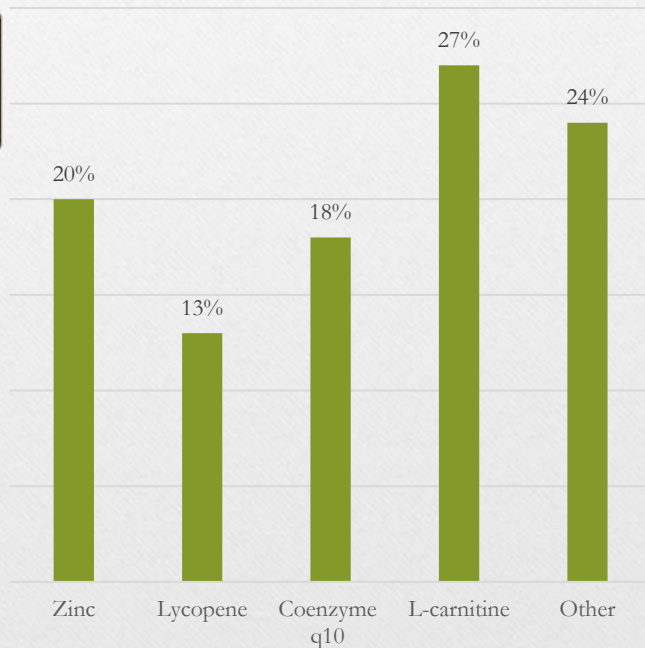
Therapy duration with nutraceutical brands prescribed by doctors.



The graph explains the data of the therapy duration of nutraceuticals prescribed by the doctors. Here, the maximum 35% of doctors stated that they prescribe Nutraceutical products for 3-4 Months, 28% of them showed the therapy duration from 5-6 months while 20% of doctors said therapy duration from 1-2 months days.

Analysis of element preferred by doctors in combinations

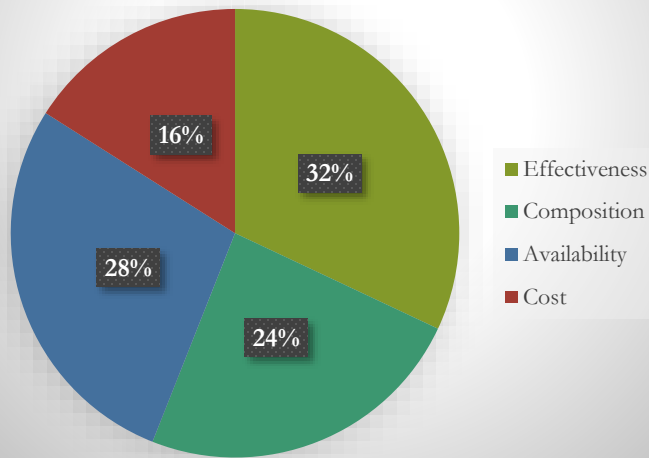
Element Preferred by Doctors in combinations



The graph exhibits the data of what specific element doctors prefer most in nutraceutical combinations, graph shows, 27% of doctors prefer L-carnitine in nutraceuticals combinations, 20% of them prefer Zinc as a specific element in nutraceutical combinations, 18% of them stated Coenzyme-q10 as their specific requirement in the nutraceutical combinations followed by 13% of them Lycopene as their specific requirements in the nutraceutical combinations, while 24 % of doctors prefer other molecule like folic acid, selenium, vitamin E, vitamin A, myoinositol as their specific requirements in the same for the treatment of male infertility.

Analysis of attributes consider by doctors while prescribing nutraceutical products.

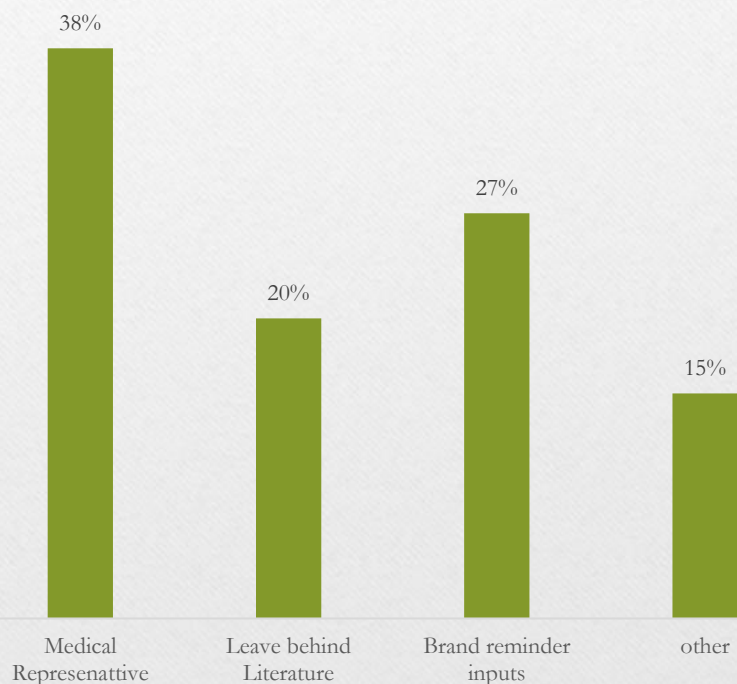
**while prescribing
nutraceutical products,
attributes consider by
doctors.**



The graph shows the data of the doctors considering certain attributes while prescribing nutraceutical combinations, graph states that maximum 35% of doctors consider effectiveness as attribute while prescribing any brand of nutraceutical whereas 27% of doctors consider its Availability as an important attribute during prescribing the same, 23% of doctors responded composition as an attribute moreover about 15% of doctors see cost as a main attribute need to be consider.

Analysis of things that help doctors to remember the brand name.

Things helps Dr. to remember Brand name



The graph exhibit the data of the doctors responded, what helps them to remember the brand name, according to the data 38% of doctors remember the brand name through the medical representative further, 27% of them remember by brand reminder inputs while 20% of doctors recall brand name through Leave behind Literature, Some doctors about 15% recall brand name through other means like camps, patient feedback unique molecule content.

CONCLUSION

- Mostly prescribed Nutraceutical brands by the doctors are, Fertisure-M, Mac-q10 followed by spercus and others hence these are the competitor brands of nutraceuticals
- Maximum numbers of doctors prefer Antioxidant as a specific molecule followed by vitamin c, L-carnitine and lycopene
- Most of the doctors consider attributes like effectiveness, composition, availability followed by cost
- Maximum doctors remember the brand name through MR calls, brand reminder inputs followed by leave behind literature

THANKYOU