



MARKET ASSESSMENT OF HEALTH SUPPLEMENTS IN INDIAN WOMEN

PRESENTED BY: -

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ROLL NO: - 0207

INTRODUCTION: -

- A person's body cannot produce everything that it needs to function. There are six essential nutrients that people need to consume through dietary sources to maintain optimal health.
- The [World Health Organization \(WHO\)](#) note that essential nutrients are crucial in supporting a person's reproduction, good health, and growth. The WHO divide these essential nutrients into two categories: micronutrients and macronutrients.
- Micronutrients are nutrients that a person needs in small doses. Micronutrients consist of [vitamins and minerals](#). Although the body only needs small amounts of them, a deficiency can cause ill health.
- Macronutrients are nutrients that a person needs in larger amounts. Macronutrients include water, protein, [carbohydrates](#), and fats.
- The six essential nutrients are [vitamins](#), minerals, protein, fats, water, and carbohydrates.
- Typically, a person who eats a diet rich in vegetables, fruits, and lean proteins can get all the vitamins they need in their food. However, those who eat less fruit and vegetables, and those with digestive conditions may need to take a vitamin supplement to reduce or avoid a deficiency.

Objective: -

To analyze the usage of health supplements in Indian woman.

Methodology: -

Study Design: Descriptive Study.

Sampling method: Questionnaire based study.

Sample population: Gynecologists.

Sample Size: 200

Sample area: Jaipur

Tool: Questionnaire to collect primary data via google forms.
Microsoft Excel for analysis.

Study duration: 1st April- 31st June 2021 (90 days)

Result and discussion: -

1. Doctor, do you prefer multivitamin
Supplementation for your patients?

a. Yes b. No

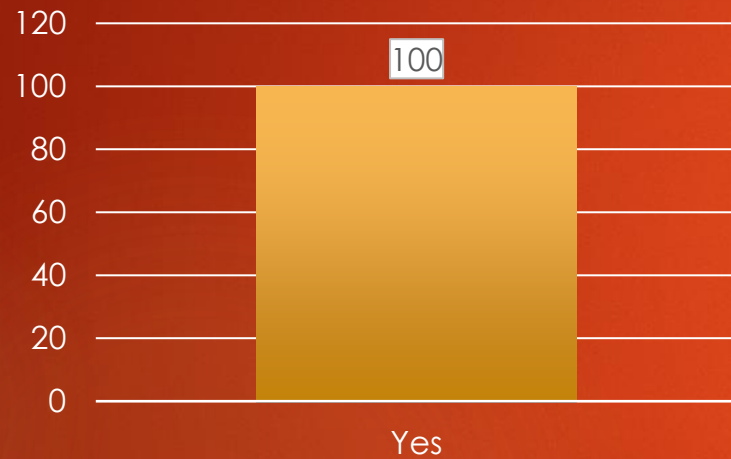
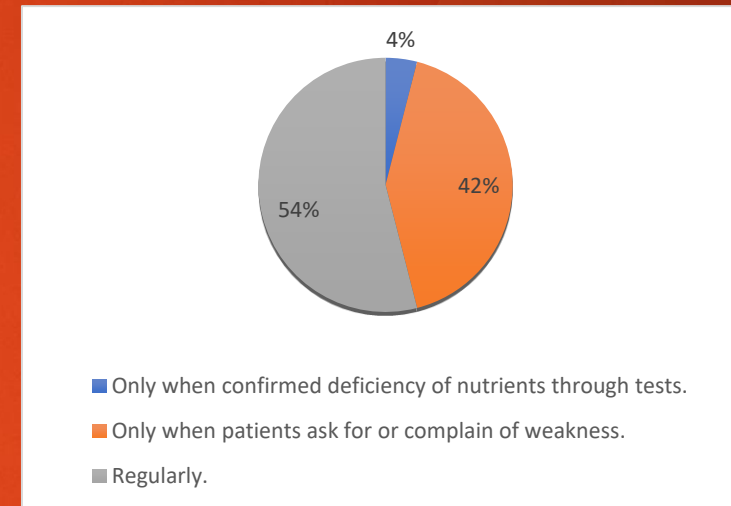


Figure shows that every doctor prescribes multivitamin supplement in their day to day practise.

2. How often do you prefer supplementation?

a. Regularly
b. Only when patients ask for or complain of weakness
c. Only when confirmed deficiency of nutrients through tests

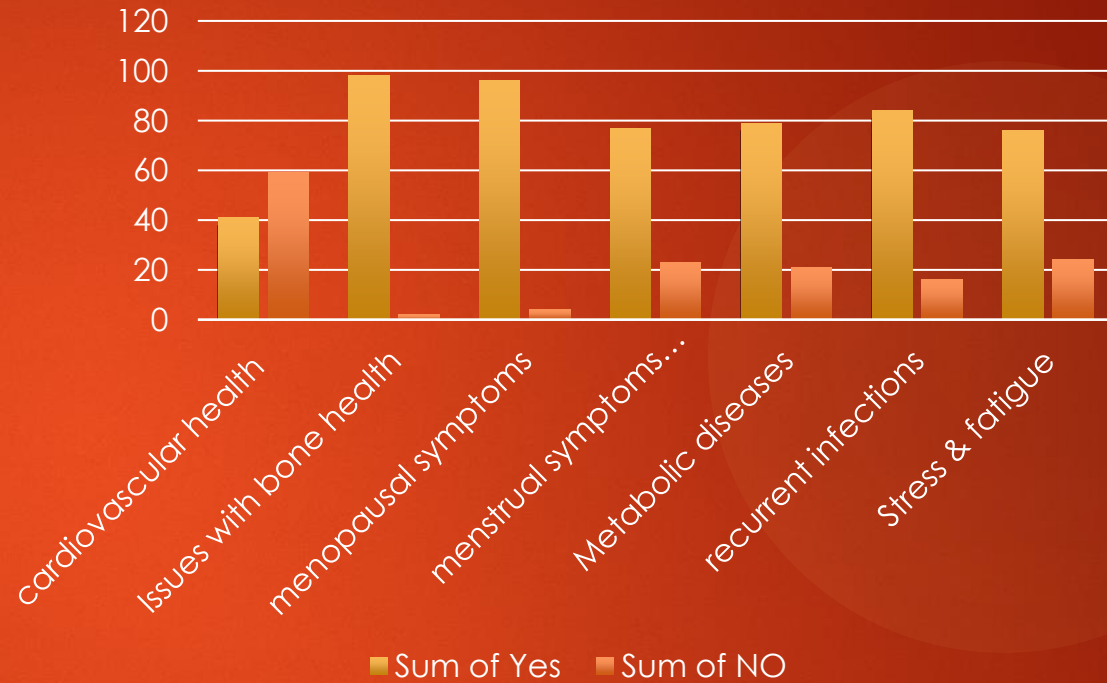


This question throws light upon the prescription behaviour on supplementation. We asked and through the results it is clear that 54% of the respondents gave preference to regularly. 42% gave their preference to only when patients ask for or complain of weakness.

3.

Dr, do you prefer supplements in any specific symptoms, such as:

Symptoms	Yes/No
Stress & fatigue	76/24
menstrual symptoms & discomfort	98/2
recurrent infections	77/23
Issues with bone health	98/2
menopausal symptoms	96/4
cardiovascular health	49/51
Metabolic diseases	79/21



This graphical presentation represents that cardiovascular health is having an opposite ratio rather than any other specific symptoms.

4. Dr, do you prescribe any supplements during conditions with increased nutritional demand, and what would be your specific requirement in the supplement for the condition?

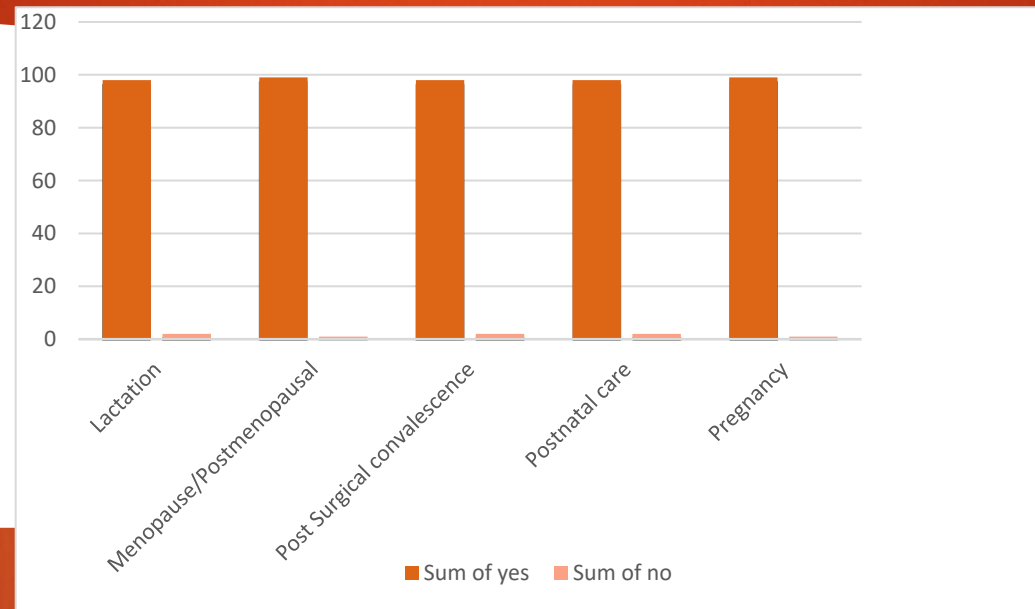


Figure shows that almost every doctor prescribes in all these conditions.

Specific content given in Pregnancy.

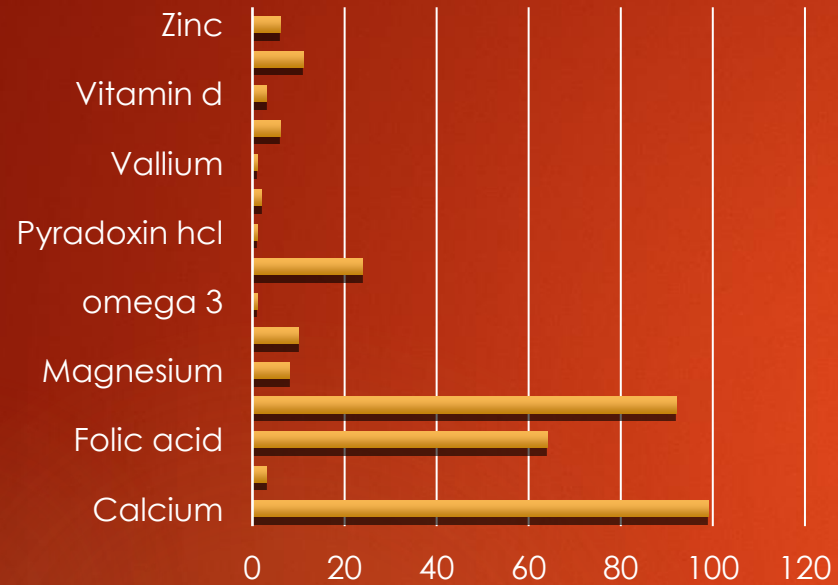


Figure shows that majorly iron, calcium and folic acid were given by doctors in case of pregnancy.

Specific content given in Lactation.

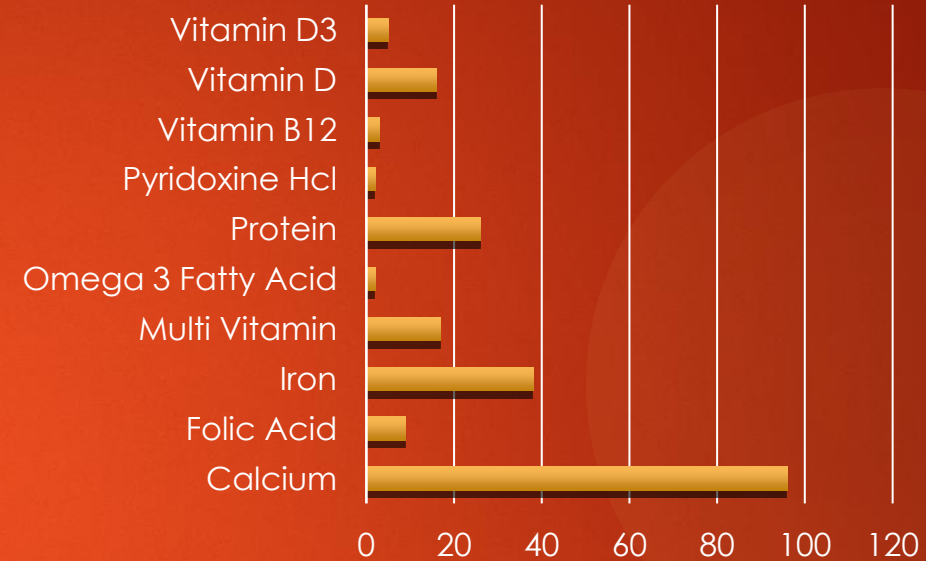
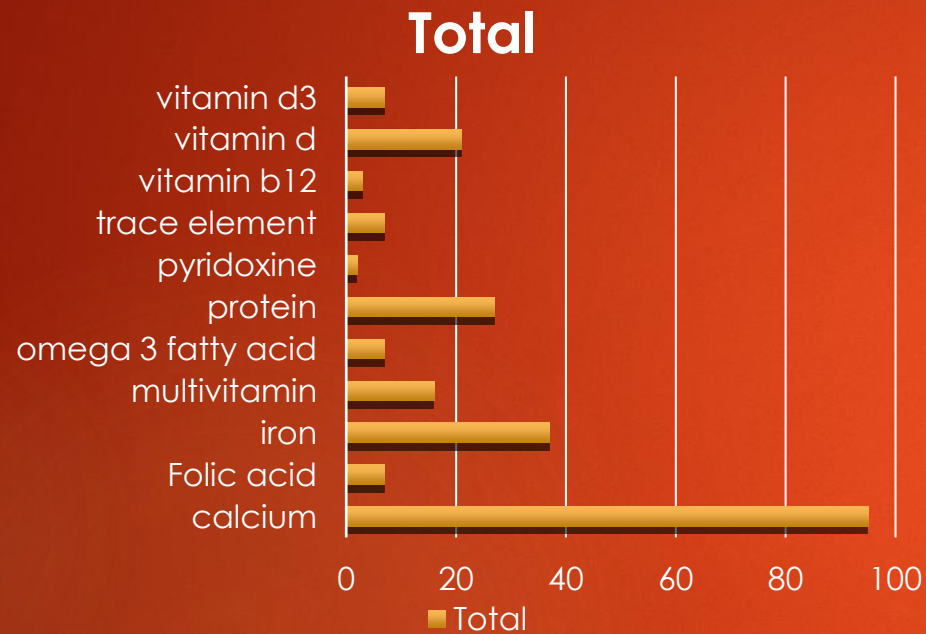


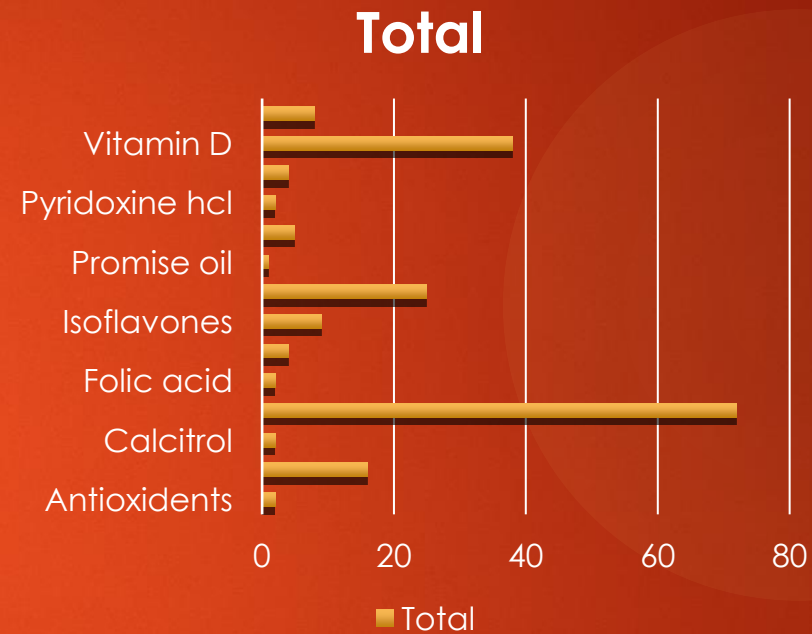
Figure shows iron, calcium, protein and vitamin D were the prominent player in lactation.

Specific content given in Postnatal care.



This graph is similar to lactation many of the doctors give same supplement as lactation during postnatal care.

Specific content given in Post-menopausal conditions.



This graph represents that calcium, multivitamin, vitamin D, B complex were most prescribed in the case of menopause and post-menopausal conditions.

Specific content given in Postsurgical convalescence condition.

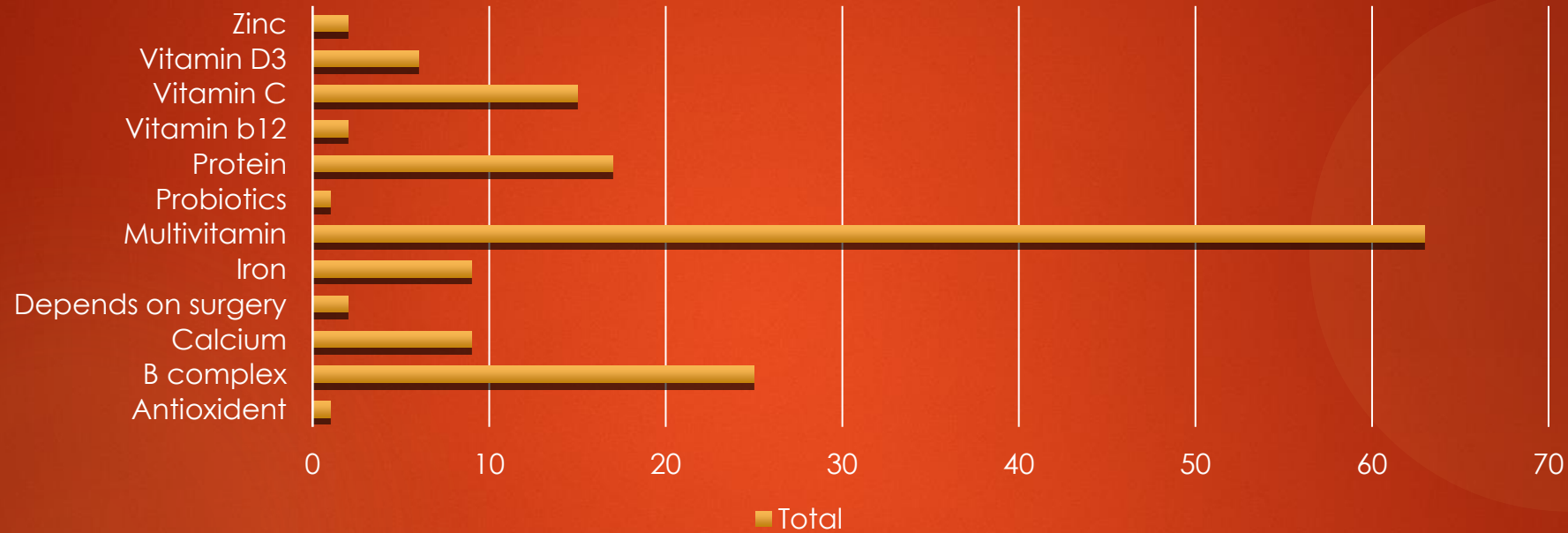
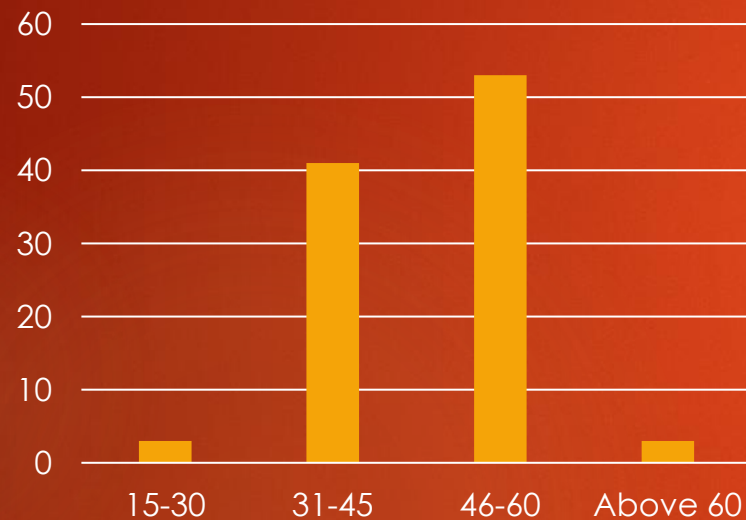


Figure shows, multivitamin, B complex, protein and vitamin c were most prescribed in Postsurgical convalescence condition.

5. What is age group demanding/ requiring multivitamin Supplementation in your day to day practice?

- a) 15 years to 30 years b) 31 years to 45 years c) 45 years to 60 years d) 60 years & above



From this graphical presentation, the maximum patients belong to 46-60 and 31-45 years of age

6. What dosage regimen do you generally recommend the multivitamin combination? a. 15 days [OD/BID] b. 30 days [OD/BID] c. 60 days [OD/BID] d. Above 60 days [OD/BID]

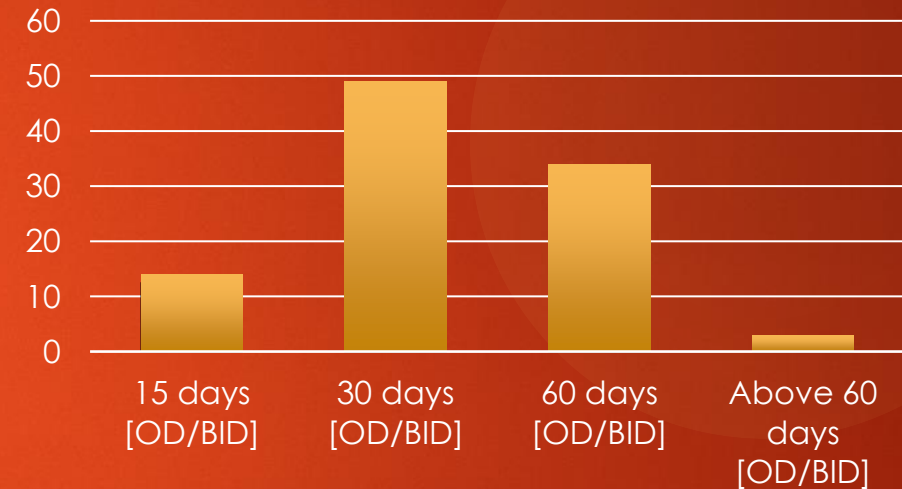
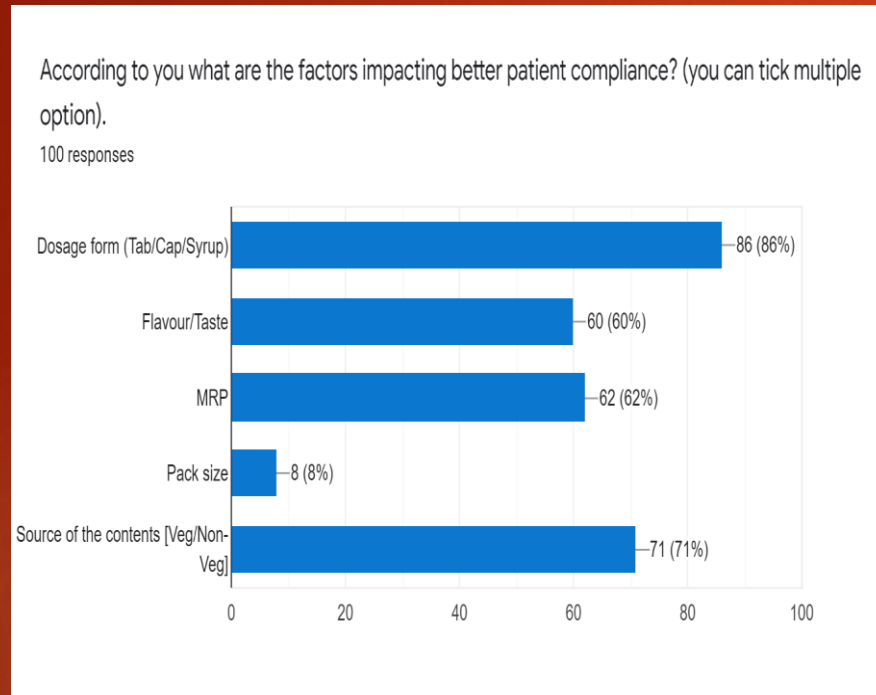


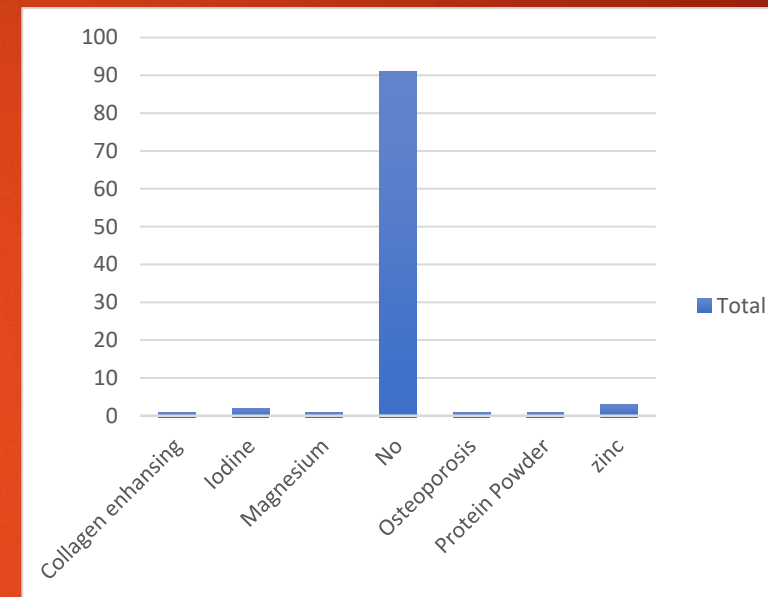
Figure represents that majority of doctor prescribe 30 and 60 days [OD/BID]

7.



This question throws light upon the factors affecting patient compliance. We asked and through the results, it is clear that patients only not bothered about pack size, but the rest of the factors may impact.

8. Anything that you desire in supplements which is still not available in current available brands?



Maximum of doctors told that all were available, but very few were having desire of iodine, magnesium, collagen enhancing, zinc and better protein powder.

CONCLUSION: -

- ▶ Almost every doctor prescribes multivitamin supplement in their day to day practise. As, there is huge competition in this area, but the market is still in flow, as having still a huge demand of multivitamin because above 50% doctors prescribe multivitamin supplement regularly. Due to this the market of multivitamin is never get stagnant.
- ▶ For Rajasthan, the main factor that impact patient compliance is source of content as Rajasthan state is having huge population of vegetarian.
- ▶ Calcium is the supplement which is given in every condition. So, calcium is having a key supplement in the market which is used in every condition.





THANK YOU