

The Avalon Edge

E ntrepreneurship
D edication To Excellence
G reat Value Creation
E thical Approach



Growing Market Share in Nutritional Ingredients

Leading supplier of ingredients

Client Situation



The Client is an international supplier of Nutritional ingredients



A well-established player with a sizeable market share in India, the company wished to grow its sales from its existing portfolio. At the same time, the company wanted to augment their portfolio with newer exciting ingredients.

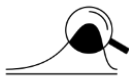
Objectives



To view the entire landscape of products where its existing portfolio was relevant and assess the size of the market the company was yet to tap



To also have a complete view of all nutritional products and supplements in India along with all the ingredients that went into them. And from these, identify new interesting spaces to enter



- 01 ▪ Five product categories were identified for this analysis - **Adult Nutrition, Child Nutrition, Weight Management, Omega supplements and Vitamin & Mineral Supplements** and the market for these was sized in consultation with multiple leading players.
- 02 ▪ A deep and wide database of products was created from various sources – E-pharmacy websites, store checks and conversations with experts.
- 03 ▪ An additional segment of **Specialty supplements** was separately analyzed at a product level to identify fast-growing applications and the ingredients that were increasingly finding their way into these products e.g. “Hair, skin and nails”, “gut-health” and “immunity” are popular claims, therefore specific ingredients that addressed these were mapped. We identified 20 such claims that were being made most often.
- 04 ▪ Starting from 11,000 + products, the database was finally created for 3400 products– these account for nearly 75% of the volume market for these products. Very deep detailing was done with respect to product variants, SKUs, pricing, manufacturers along with claims being made on packs.
- 05 ▪ Based on the actual composition of ingredients in these products, the ingredient requirement was extrapolated for each product, brand and customer.
- 06 ▪ From the 1000+ ingredients that we quantified the market for, the right opportunities were prioritised not just basis how large the size of the prize was, but also basis:
 - What ingredients were present in high-growth end-use categories (which would make them very attractive in the next few years)
 - Which ingredients found the highest number of mentions in the database (indicating they were present in a large number of products)
 - And finally, which ingredients were being used in products with the most popular claims
- 07 ▪ With Power BI, it is possible to go beyond the database - the data can be diced as required for strategic decision-making e.g. which are the large customers of each ingredient, which customers potentially purchase how much quantity of a particular ingredient, which ingredients are present in a product that makes a particular functional claim, etc.

Our Impact

