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MARKET ANALYSIS OF MOST SELLING PROBIOTIC- VIBACT & VIBACT DS

Jitendra Gajbe¹, Vidhisha Deshmukh², Reva Deshpande³, Rashmi Jagtap⁴ and Trupti Pawar⁵

¹Professor AISSMS College Of Pharmacy. Email: Jitendra-g@aissmscop.com

²Student AISSMS College Of pharmacy. Email: vidhishapdehmkh11@gmail.com

³Student AISSMS College Of pharmacy. Email: revadeshpande18@gmail.com

⁴Student AISSMS College Of pharmacy. Email: rashmimj2003@gmail.com

⁵Student AISSMS College Of pharmacy. Email: ptrupti879@gmail.com

¹All India Shri Shivaji Memorial Society

Kennedy Road, Near R.T.O., Pune-411001, Maharashtra, India

*Corresponding author name: Vidhisha Deshmukh Corresponding author Email: vidhishapdehmkh11@gmail.com

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ABSTRACT

A cross- sectional survey was conducted across 100 pharmacist and chemist regarding. The questionnaire revealed the data about most sold probiotic preparation, brand, monthly sales and other schemes.

The motive was to understand what strategies was used by the brand or why the brand was most popularly sold.

In our comprehensive survey, the data points to Vibact and Vibact Ds as leading pharmaceutical choices relative to other drugs. Further SWOT analysis and STP are performed to understand the market of the brand. The growing Vibact market has been studied thoroughly.

KEYWORDS: Survey, Vibact, Sales and analysis.

1. INTRODUCTION

1.1 Definition-

The UNFAO/WHO, 2001 defines prebiotics as- "non-viable food components that confer a health benefit on the host, associated with modulation of the microbiota". Essentially, they are ingredients that cannot be digested by the body but can be used by gut bacteria which stimulate growth and activity leading to health benefits.

Probiotics are live bacteria in certain foods or supplements that can provide numerous health benefits to the gut when consumed. Some examples of foods that contain probiotics include fermented foods like yogurt and sauerkraut. Meanwhile, prebiotics are high fibre foods that serve as "food" for probiotics, allowing them to function properly and effectively. Examples of probiotic foods are fruits,

vegetables, kefir, whole grains etc.

Probiotics also exert health effects by nonspecific, species-specific, and strain-specific mechanisms. [18] [26].

Health-conscious consumers are increasingly choosing functional foods and drinks, such as probiotics, which are thought to provide a number of health advantages. Fermented foods and drinks that are naturally high in probiotics, like kimchi in South Korea, miso in Japan, and yogurt-based drinks in India, are part of the traditional diets of many APAC countries.

This societal preference for foods high in probiotics offers a strong basis for the uptake of contemporary probiotic products. Furthermore, the region's varied culinary traditions offer chances for probiotic product development innovation that takes into account regional tastes and preferences. The probiotics market in Asia Pacific is expanding as a result of favourable regulatory environments and rising R&D expenditures.

1.2. Increasing Knowledge and Need for Wellness and Health Products

As people place a greater stress on disease prevention and overall well-being, a patterned shift towards preventive healthcare has occurred in recent years.

This cultural shift is highlighted by a growing perception of the link between diet, lifestyle, and health outcomes. This gives rise to the demand for goods that are said to have health benefits. Probiotics have earned a lot of attention as a principal component of proactive health management because of their positive effects on the immune system and gut health. Probiotic-rich foods, drinks, and supplements are becoming more popular because customers find them safe, as well as a natural way to improve immunity, enhance general well-being, and promote digestive health.

1.3. Preserving Product Effectiveness and Quality Affects Market

Probiotics have positive health effects when they are taken in sufficient quantities. One of the hefty challenges of the industry is to keep probiotic strains viable from cultivation to consumption. Probiotic bacterial survival may be affected by variables like moisture and oxygen levels and temperature swings. Newer techniques, alike lyophilization and microencapsulation, should be used by manufacturers to preserve probiotic cells intact and extend their shelf life. Probiotic strains may be subjected to unfavourable conditions during the manufacturing process, which could risk their viability. In order to minimize degradation and maintain the efficacy of the product, it is important to follow Good Manufacturing Practices (GMP), implement stringent quality control procedures, and use suitable packaging materials. Maintaining label transparency and accuracy is a challenge in the

probiotics market. To make well-informed purchasing decisions, customers check product labels. As a result, establishing credibility and trust with customers requires precisely identifying probiotic strains, defining colony-forming units (CFUs), and offering unambiguous consumption instruction

1.4 Below is a list of the top 10 businesses in this sector:

- 1.Kerry Group Plc
- 2.Chr.Hansen Holding A/S
- 3.International Flavours and Fragrances, Inc.
- 4.Nestle S.A.
- 5.Yakult Honsha Co. Ltd.
- 6.Lallemand Inc.
- 7.DanoneS.A.
- 8.ADM
- 9.Lifeway Foods, NC.
- 10.BioGaia AB ^[17]

2.AIM-

Survey to identify top probiotic drug in Pune.

Market survey of probiotics in few main areas of Pune city was performed namely in Karvenagar, Warje, Kothrud, Rubyhall, MG road and Kothrud and areas nearby. Information about different available brands, top selling brand, price, expiry, strains, doctor and MR visits was collected during survey and is compiled into a spreadsheet.

2.1 Questionnaire of the

A set of questions were prepared using google form and was asked to the pharmacist in order to obtain data in systematic and precise format, List of questions is as below-

1. Email (Optional)
2. Survey Date
3. Name of Medical
4. Name Of pharmacist
5. Location/Area
6. Associated Doctor/Physician
7. Inpatients/Outpatients dispensing
8. Most prescribed prebiotic by doctor
9. Highest sold prebiotic brand in last 3 months

10. Contents present in prebiotic mention above

11. Price

12. Average quantity sold monthly

3. SURVEY ANALYSIS

3.1 Count Of Highest Selling Probiotic per month

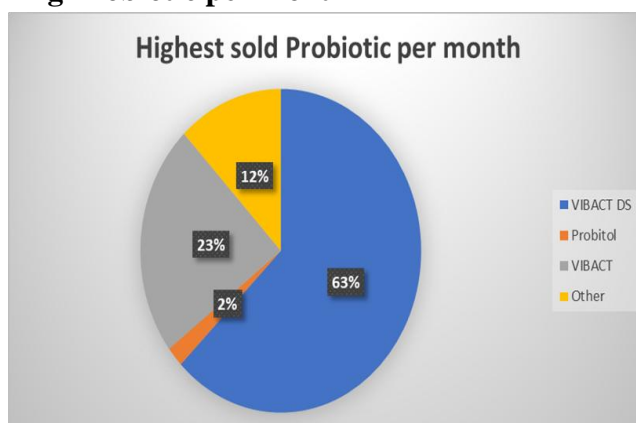


Figure 1: Highest selling probiotic per month

In our comprehensive survey the data points to Vibact and vibact Ds as a leading pharmaceutical choice relative to other drugs.

The accompanying pie chart shows the dominance, with Vibact DS and Vibact occupying the largest size of prescription pie.

This finding underscores the widespread confidence in Vibact and Vibact DS efficiently and safety profile among healthcare practitioners. According to data it was most frequently prescribed drug.

Along with Vibact probitol and other probiotics like Darolac, Sporlac plus etc. were prescribed as well.

3.2 Inpatient/ Outpatient Dispensing

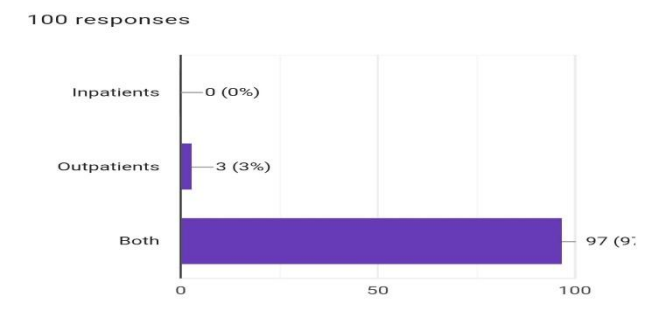


Figure 2: - Percentage of inpatients/ outpatients Dispensing

In our analysis pattern for inpatients and outpatients dispensing we analysed that majority of chemist/pharmacist dispense to both inpatients and outpatients. Here we can see 0% population are inpatients this indicates either the pharmacy attends both inpatient and outpatient, that's why majority of patient covered under that category. Negligible that is 3% of generally happens when people are familiar with the drug or when doctor prescribed the drug earlier. Majority of pharmacist gives both inpatient and outpatient dispensing as hospitals might be near to them and outpatient facilities are also there.

3.3 MARKET ANALYSIS OF VIBACT AND VIBACT DS

Key Ingredients of VIBACT:

A. Each Vibact capsule contains:

- Streptococcus faecalis T-110 JPC – 30 million
- Clostridium butyricum TO-A – 2 million
- Bacillus mesentericus TO-A – 1 million
- Lactic acid bacillus (Lactobacillus sporogenes) – 50 million

B. Each Vibact DS capsule comprises

- Streptococcus faecalis T-110 JPC - 60 million
- Clostridium butyricum TO-A - 4 million
- Bacillus mesentericus TO-A - 2 million
- Lactic acid bacillus (Lactobacillus sporogenes) - 100 million

Form: Vibact is present as Oral consumable capsules

MRP: ₹153/- (VIBACT) and ₹234.15/- (VIBACT DS)

Expiry: 2 years Therapeutic Class: Vibact Capsule is a probiotic tablet used as Antidiarrheal [36] [37]

3.3.1 Description

Vibact DS consists of *Streptococcus faecalis* T-110, *Clostridium butyricum* TO-A, and *Bacillus mesentericus* TO-A which are proprietary strains licensed from TOA Pharmaceuticals Co., Ltd, Japan. Lactic acid bacillus (*Lactobacillus sporogenes*), which is a long-term tested probiotic strain. Through their symbiotic activities they produce some pathogen (Bad bacteria) inhibiting factors. Along with that a bifidogenic nutrient is also produced which helps in improving the population of good bacteria in the intestine. ^[1]

Vibact Capsule is an immunity and digestive health-enhancing supplement. It restores the normal flora of the gut, leading to healthier gut functionality. Vibact Capsule is also involved in maintaining and restoring the normal flora of both the small and large intestine.

3.3.2 ADVANTAGES OVER OTHER BRANDS

Vibact has certain strengths compared to other probiotics, -

1. Multi-Strain Formula:

Vibact has a mix of several probiotic strains of bacteria, so it provides a much better effect. A multi-strain strategy promotes gut health better than single-strain probiotics. ^[32]

2. Works Against Antibiotic-Associated Side Effects:

Unlike most probiotics with bacterial strains alone, Vibact (particularly Vibact DS) contains *Saccharomyces boulardii*, a yeast probiotic effective in the prevention and treatment of antibiotic-associated diarrhea. ^[36]

3. Survivability in the Gut:

Vibact's strains are selected based on their resistance to stomach acid to travel through the intestines intact, to gain maximum benefit.

4. Wide Applications:

Vibact is prescribed for various conditions, such as antibiotic-associated diarrhea, irritable bowel syndrome (IBS), and overall gut health. Some probiotics are designed to work only on general digestion, whereas Vibact is clinically prescribed for therapeutic use. ^[36]

5. Prescription-Based Trust

In contrast to most over-the-counter (OTC) probiotics, Vibact is widely prescribed by physicians, which indicates that it has clinical support and established efficacy in medical diseases.

6. Availability & Affordability

Vibact is easily available at pharmacies and is usually cheaper than premium international probiotic products.

7. No added sugar

Unlike Vibact any probiotic beverages incorporate sugar as a preservative and end up having less health value.

8. High CFU Count:

Vibact contains high CFU (Colony-Forming Units) for ensuring the survival and gut colonization of probiotics.^[32]

9. No Refrigeration Required:

Vibact's special formulation makes it stable at room temperature, and no refrigeration is required.^[32]

10. Made by a Reputable Company:

Vibact is made by a well-reputed company with a long-standing reputation for making high-quality probiotics.^[1]

3.4 SWOT ANALYSIS

3.4.1 Strengths:

1. Multi-Strain Probiotic Formula:

- Vibact includes beneficial bacterial strains like *Lactobacillus acidophilus*, *Bifido bacterium bifidum*, and *Streptococcus thermophilus*, which makes it useful for gut health, digestion, and immunity.
- Multi-strain probiotics tend to be more effective than single-strain probiotics.

2. Clinically Backed and Doctor-Prescribed:

- Highly prescribed by physicians for illnesses such as antibiotic-associated diarrhea, gastroenteritis, irritable bowel syndrome (IBS), and dysbacteriosis etc.
- Research assures the efficacy of probiotics in gut health and immunity, making Vibact a trusted option ^[36]

3. Available in Multiple Variants:

- Vibact is available as Vibact and Vibact DS (Double Strength) for enhanced probiotic assistance.^[22]

4. Established brand:

- Vibact is a popular and reliable product of company with remarkable international presence in the probiotic supplement market. ^[1]

5. Affordable and Cost Effective:

- In contrast to international brands like Yakult or imported probiotic capsules, Vibact is cheaper, making it accessible to a larger population

6. No Refrigeration Required:

- Unlike certain probiotics that require refrigeration, Vibact maintains a stable shelf life and doesn't necessarily need refrigeration, making it ideal for travel and storage ^[36]

7. Good Safety profile:

- Probiotics are usually safe with few side effects, and Vibact is well-tolerated by most of the people.

3.4.2 Weakness

1. Limited Brand Awareness among Consumer Market

- Mainly prescribed by physicians and not aggressively marketed to target consumers like brands like Yakult.
- Many people are unaware of its benefits unless prescribed by a healthcare professional.

2. Possible Side Effects in Some People

- Some people can experience bloating, gas, or mild stomach discomfort when starting with probiotics.
- Not for immunocompromised individuals, pregnant or lactating women, or patients with certain illnesses without medical monitoring ^[36]

3. No Prebiotic Component

- Prebiotics (prebiotic fibers that nourish probiotics) boost the effectiveness of probiotics, but Vibact does not include them, unlike some competitors that offer symbiotic (probiotic + prebiotic) formulations ^[18]

4. Perception as a Medicine Rather Than a Health Supplement

- Vibact is mostly perceived as a treatment for digestive problems and not as a daily health supplement. This restricts its market penetration in the expanding health-conscious consumer base.

5. Packaging and Presentation

- The packaging is more medical-grade and does not have appealing consumer-friendly branding.
- No flavored or chewable formulation available, so it is less attractive to certain populations like children.

6. Not vegan or vegetarian acceptable:

3.4.3 Opportunities

1. Growing Probiotic Awareness and Market Demand

- The probiotics market is expected to grow at a rate of 14.1% from 2024-2030 in the coming years globally.
- Growing consumer concern for gut health, digestion, and immunity creates a platform for repositioning Vibact from a treatment product to a daily supplement. ^{[9] [10]}
- The probiotics market is growing rapidly, with consumers looking for natural ways to enhance digestive health.

2. Expansion into Retail and Digital Marketing:

- Vibact can venture into new channels of distribution, like online stores, wellness and fitness centers, or even collaboration with medical practitioners.
- Vibact can use digital channels of marketing to inform consumers of the advantages of probiotics and promote its products.
- Greater accessibility in pharmacies, online websites (Amazon, Flipkart), and direct-to-consumer channels can enhance Vibact's presence.
- Combo packs with prebiotics or subscription-based plans can increase sales.

3. New Product Development and line extension:

- Vibact may look to expand its product line to target particular health requirements, e.g. probiotics for children, pets, or certain health issues.
- Flavored chewable tablets or gummies can appeal to younger consumers through introduction.
- Synbiotic formulation (probiotics + prebiotics) development can offer extra benefits.
- Specialized formulation for specific diseases such as IBS, acid reflux, or immune system support.

4. Global Market Expansion:

- Can explore export opportunities in developing countries where probiotic supplements are emerging as a fast-growing market.

5. Tapping into Preventive Healthcare Trends:

- As awareness of the gut microbiome's influence on overall health continues to grow, Vibact could be sold as a preventive supplement for overall health, and not merely as a treatment for gastrointestinal illnesses.

6. Non conformity with the claims on the label regarding species and no of live organisms to exist:

- Three out of the four bacteria listed exist and of which one is to be renamed correctly.
- It has B. Subtilis which is not mentioned in the label. Existence of an organism not mentioned cannot be used as a replacement for the absent organism because probiotic effects are specific even at strain level^[9]

3.4.4Threats

1. Intense Competition from Global and Domestic Brands:

- Competes with well-established brands like Yakult Honsha, Amway, Danone, Nestle and many other international probiotic supplements.^[29]
- Some are even added with other ingredients such as prebiotics, making them more attractive to consumers.

2. Regulatory And Compliance Issue:

- Probiotics are subject to increasing regulatory scrutiny, with authorities requiring evidence to support health claims.
- Future regulations may place more stringent requirements on labelling and advertising.^{[5] [6]}

3. Consumer Preference for Natural Probiotics:

- Many consumers prefer natural sources of probiotics, such as yogurt, kefir, and fermented foods, over supplements. Although less known than dairy products, these sources provide effective alternatives for people with lactose intolerance, vegans, or those looking for more sustainable dietary practices.^[3]
- Plant-based and fermented food trends may divert potential customers away from probiotic capsules.

4. Price Sensitivity and Market Fragmentation:

- Consumers in India are price-sensitive, and most of them might opt for cheaper alternatives or traditional remedies.
- The availability of many probiotic supplements with different prices and formulations complicates the creation of a distinct competitive advantage.

5. Scientific Controversies and Misinformation:

- Certain scientific studies challenge the effectiveness of probiotics, which leads to skepticism among consumers.
- Misleading claims from other brands may confuse consumers and damage market credibility.

6.Economic Recession

- Economic recessions or downturns may affect consumer expenditure on dietary supplements such as Vibact.

7. Negative publicity or recalls:

- Negative publicity or product recalls may harm the reputation of Vibact and affect sale.

4. CONCLUSION

The pharmaceutical market is flooded with a large number of prebiotic and probiotic drugs. But the brands that make an edge to stand in the market have established prominent trust within practitioners

and consumers, as well as providing greater availability of formulation throughout. Easy availability of formulation makes it easier for patients to obtain the required medicine at a good price and of appropriate quality.

The international probiotic market is booming due to growing consumer consciousness and continued scientific discovery. For contract packagers, pharmaceutical companies, and healthcare firms, the probiotic market offers compelling possibilities for expansion and innovation. Looking ahead, more innovation in probiotic science, product form development, and packaging technology can be anticipated. Being aware of the latest trends and consumer opinions will enable businesses to be positioned for success in this dynamic and highly promising business.

Whether it is a healthcare professional recommending probiotics to patients, a pharmaceutical company developing new probiotic products, or a contract packager eager to build out its own services, the probiotic market is full of possibilities

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