

BENORI



CASE STUDY

Examining India's Dietary Supplement Preferences to Strategize Market Entry



OBJECTIVE AND SCOPE

The client, a UK-based Health & wellness firm, was looking to expand into the Indian dietary supplements market. It wanted to understand consumer behavior and preferences regarding Vitamins, Herbals, Minerals, and Supplements (VHMS), and sought Benori's support to:

- Understand consumer requirements regarding VHMS in the Indian market
- Assess the buyer behavior, brand preferences, and attitude towards wellness
- Help enhance marketing strategies, tailor product offerings, and optimize communication methods





APPROACH



We carried out extensive primary research, conducting interviews with experienced influencers such as doctors and nutritionists, along with retailers and pharmacists, to identify and better understand the client's potential target demographic. This was followed by surveys across the Metros and Tier I cities of India, across a varied sample size to gauge consumer preferences, followed by in-depth interviews with consumers to fill the information gaps.



METHODOLOGY



**Secondary
Research**



**Primary
Research**



**Data
Modelling**





IMPACT

The research helped the client in:

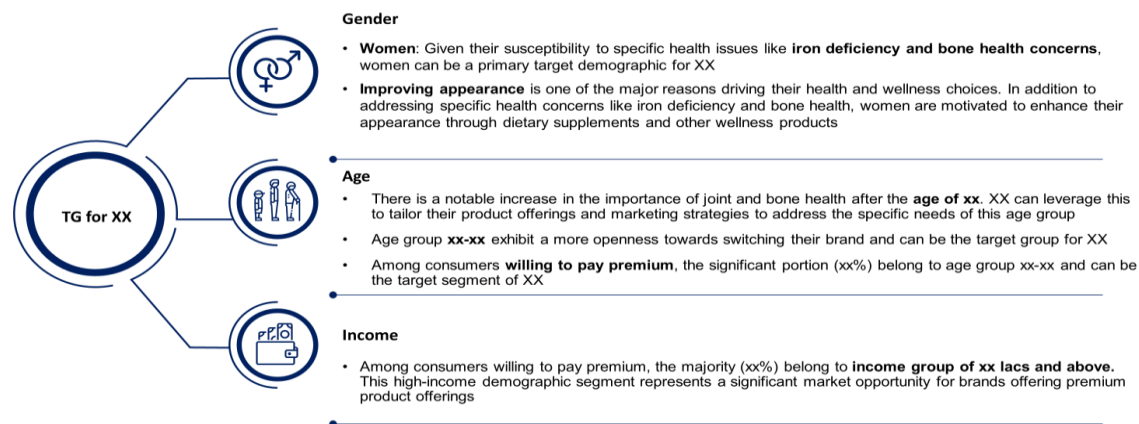
- Developing marketing strategies tailored to match evolving consumer preferences
- Understanding innovations in product design and development to directly address unique consumer requirements
- Identifying optimal sales and communication channels for enhanced consumer engagement



SAMPLE OUTPUT

Assessing the Target Market

Target Group for XX



Addressing the Brand Familiarity Gap

Addressing the gap in low familiarity of XX among consumers can be achieved through increased brand recall, enhanced availability and showing product efficacy by quantifiable results

01 Creating awareness

- Awareness of XX among consumers is currently very low, at just X%
- Increasing awareness of the brand would be instrumental in aiding brand recall and allowing XX to leverage its positive attributes and proven legacy

02 Channels to create awareness

- XX can strategically leverage endorsements from celebrities or sports figures through social media and television advertisements to enhance awareness and brand recall
- Consumers trust recommendations from their known doctors and nutritionists when buying VHMS products
- XX can partner with healthcare professionals, and using their expertise and credibility, they can establish trust with consumers

03 Building trust among consumers

- Consumers may feel cautious about trying a new brand due to familiarity with their current one or concerns about potential side effects
- Providing real-life testimonials supported by verified claims can help build trust in the brand, encouraging consumers to try the product in smaller portions to gauge its efficacy

04 Purchasing channels to focus

- The traditional approach to buying VHMS products via local pharmacies has been influenced by their proximity to consumers' homes
- Further, the rise of e-commerce has led to a significant increase in demand for VHMS products online, offering consumers the convenience of purchasing from anywhere, anytime
- To meet this demand, XX can enhance product accessibility by adopting an omni-channel strategy
- India's VMS market dominates OTC categories. Initially, professional recommendations drive usage, but consumers switch to repeat OTC purchases once familiar with a brand. Growth stems from robust brand recall and rising focus on self-care and preventive health




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