

Innovation Pipeline Creation – Microbiome Platforms for CHC

Case Study

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Client	A global healthcare company
Industry	Consumer healthcare
Products	Microbiome formulations (digestive health, skin health, oral care & C&C/allergy)

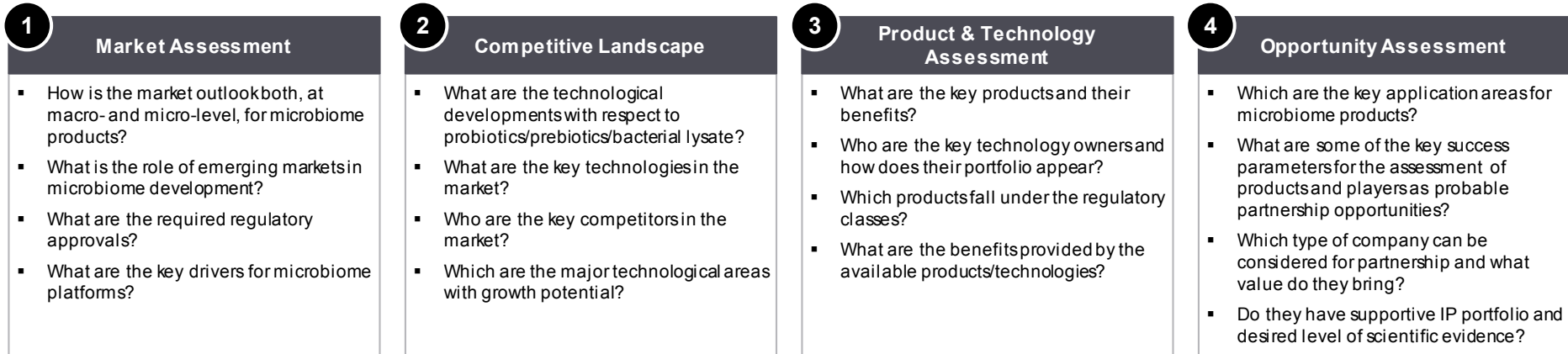
Context

- The client, with a diverse product portfolio in the OTC domain, aimed at understanding the level of interest in probiotics, prebiotics, and bacterial lysate extracts and identifying short-term as well as long-term pipeline opportunities.

Key Business Questions

- What are the key market trends and how are academicians harnessing the power of microbiome for various consumer applications?
- Which are the marketed probiotics, prebiotics, and bacterial lysate products in the OTC division?
- What is the current regulatory framework and associated challenges for such products?
- Which technologies are being developed to boost product benefits, novel strains, and format & stabilization techniques?

Engagement Scope



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Research Methodology

Secondary Research

- Technology landscape using data sources such as company websites, industry portals, technology blogs, web portal forums, general articles, patent searches, etc.

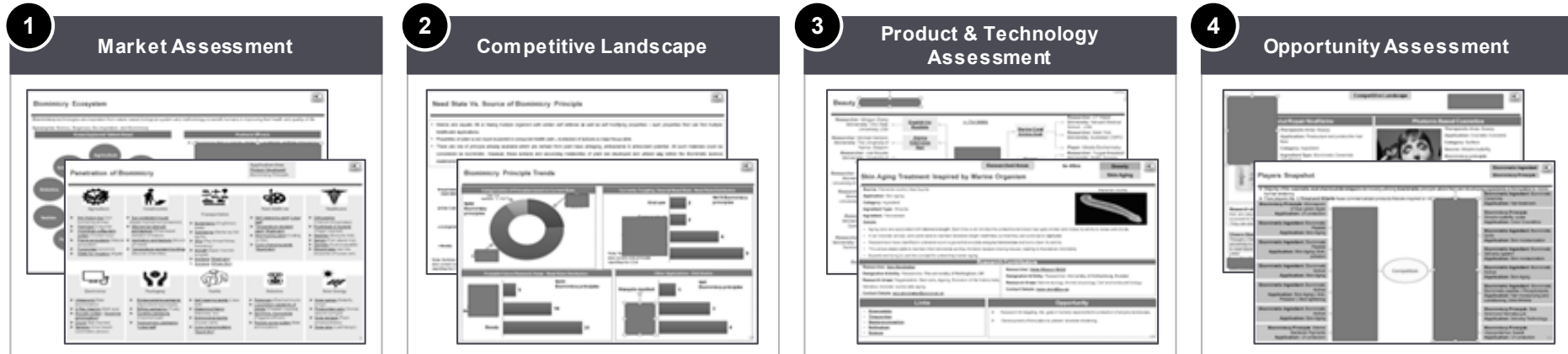
Primary Research

- 30+ interviews conducted with industry experts and officials from regulatory panels to understand market readiness

Benefits to Client

- Comparative assessment of various application segments that are either matured or are in the introductory phase
- Regulatory scenario across geographies (the US, Europe, Japan, etc.), including information such as label requirements and label inclusion criteria and approvals
- Assistance in strategic decision-making by creating short/long-term pipeline leads comprising collaboration with research institutes
- Recommendation on fulfillment of long-term goals and equity investment in startups

Sample Analysis



Thank you

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