

ESU 009 – Marketing issues for nutraceuticals and functional foods

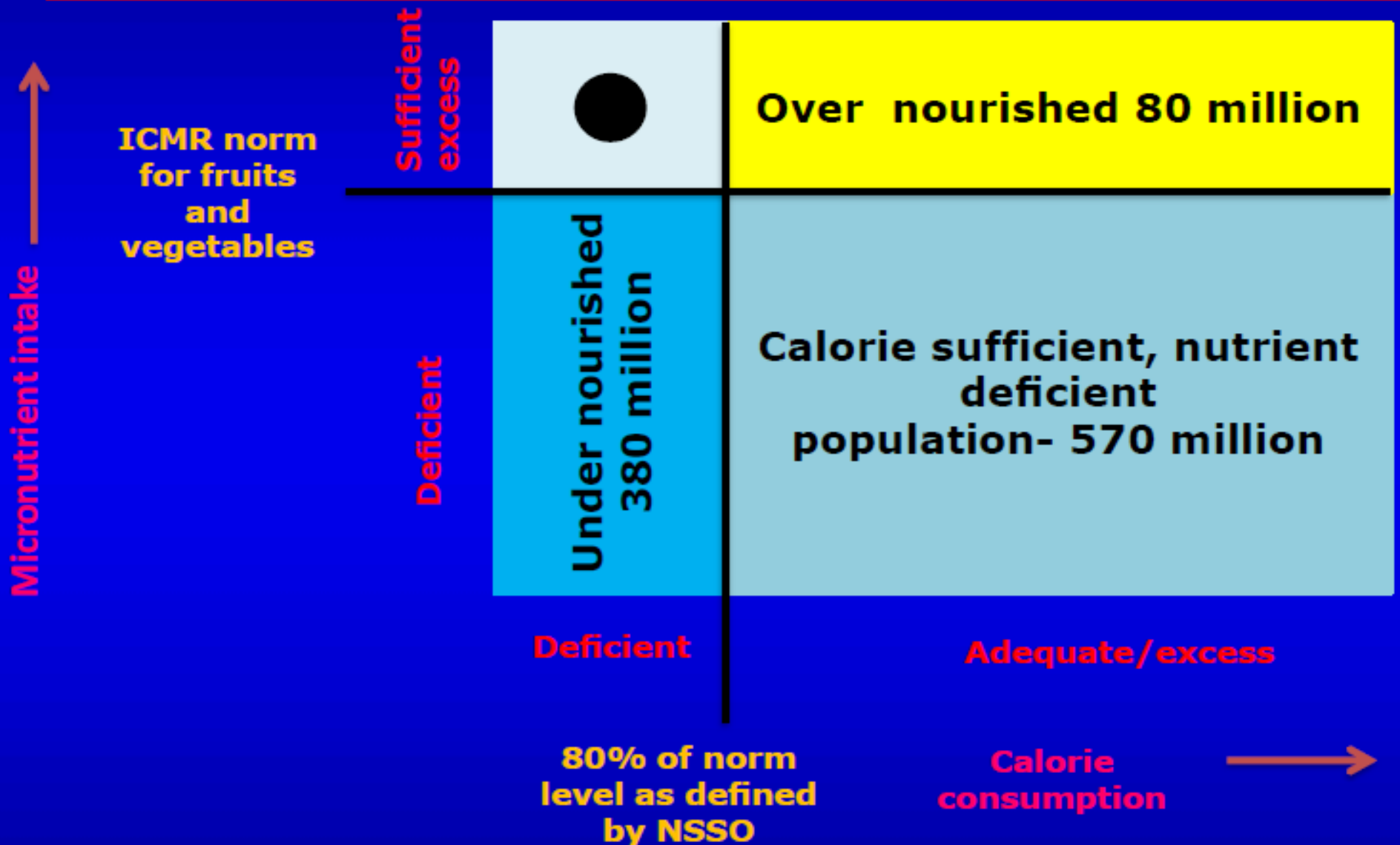
Lecture 39



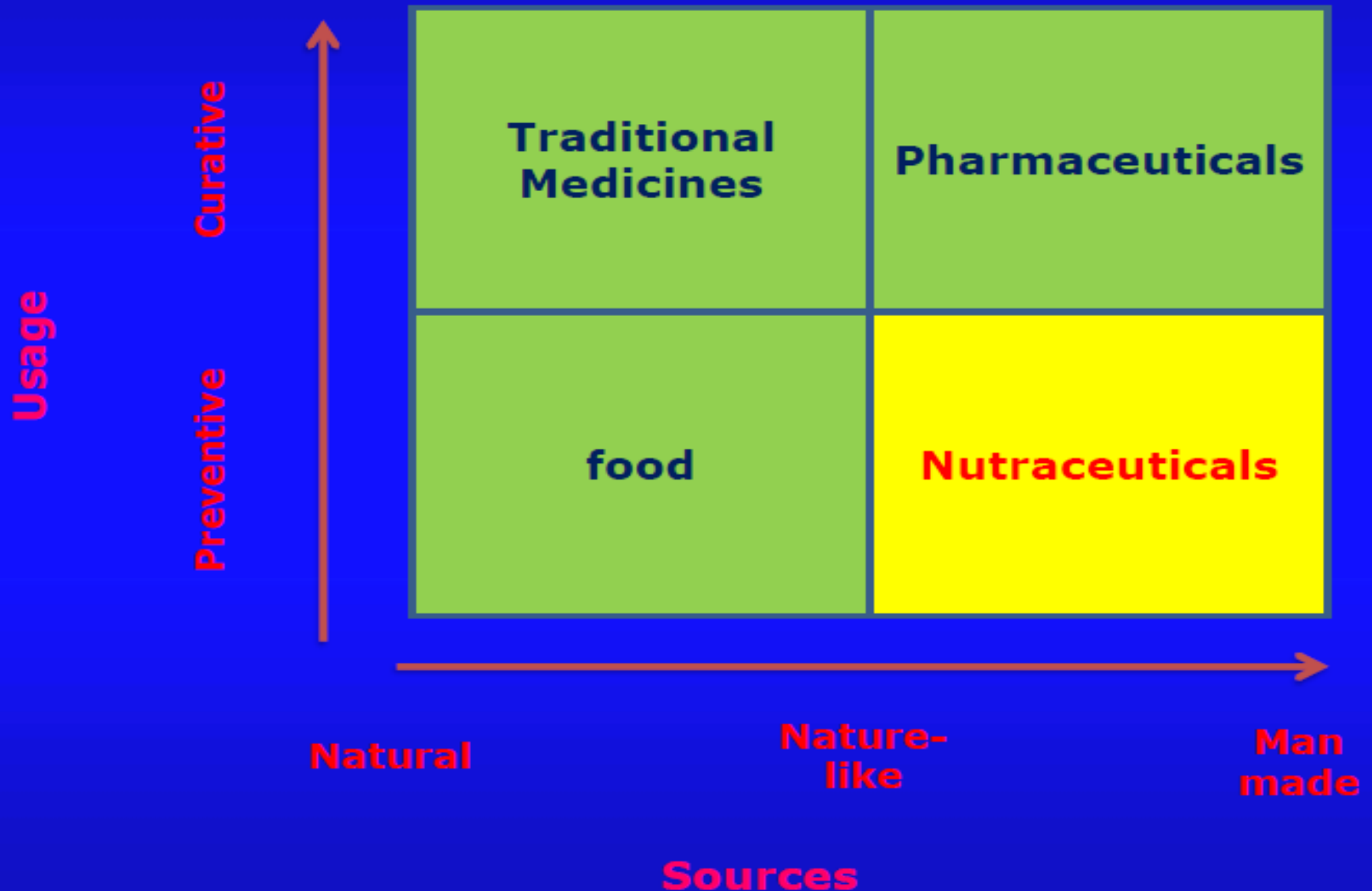
Introduction

Quality healthcare is the foundation of any prosperous nation. Today, food alone is unable to fully service the nutrition needs of the body. Nutrition is a fundamental need. It contribute to more than 40% of deaths and 30% of the overall disease burden in developing countries. Hence, the requirement of external intervention, that can supplement diet to help prevent nutrition-related disorders and promote wellness over treatment of illness, has become critical. Such products are collectively called as “nutraceuticals”.

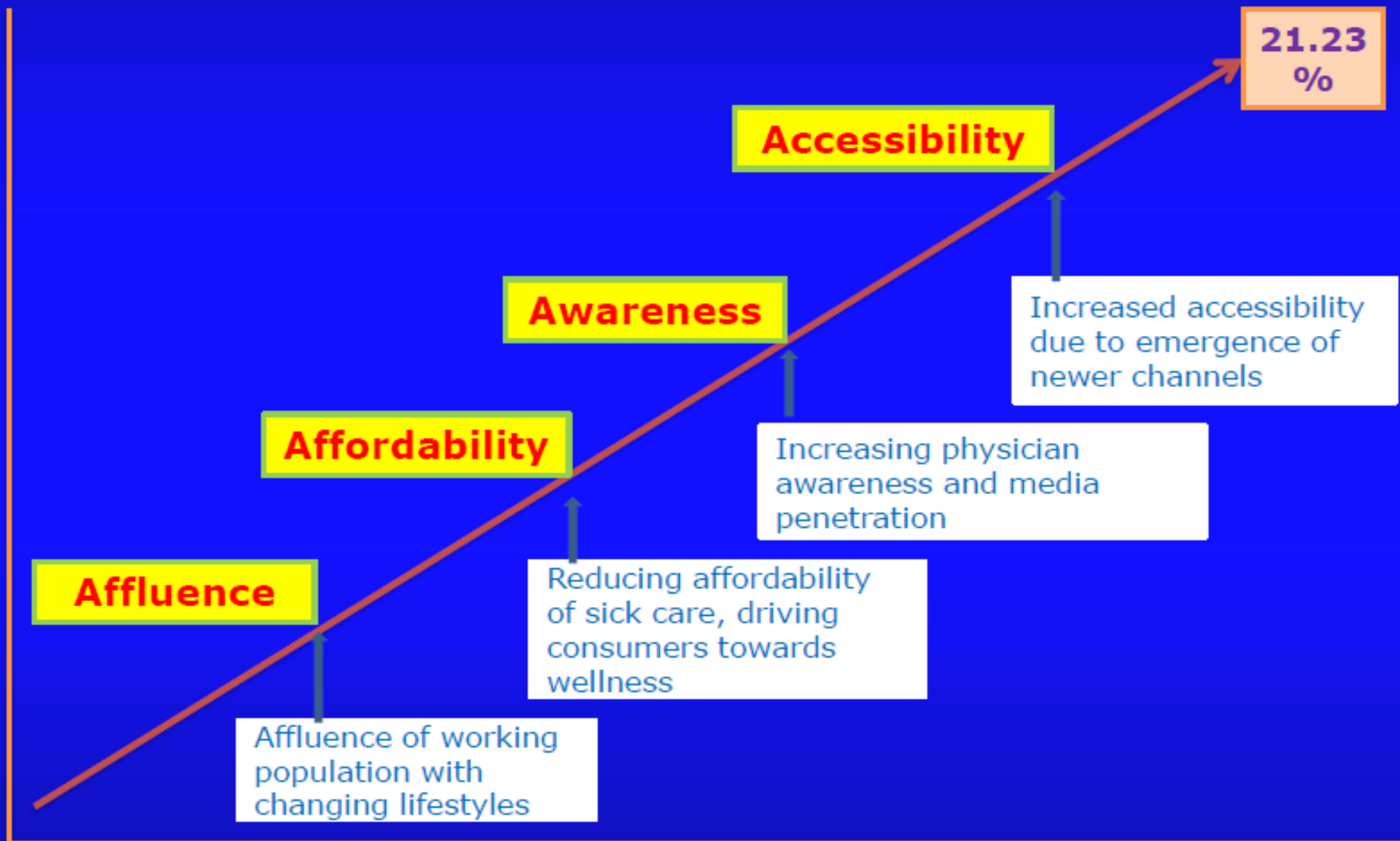
India's dietary pattern



Position of nutraceuticals



Drivers for growth of nutraceuticals



Critical impediments for growth of nutraceuticals market

- **Regulatory framework**
- **Resources for enforcement**
- **Lack of credibility**
- **Prices of nutraceuticals**

Prices of nutraceuticals

Product	Quantity	Price of conventional food/ pharmaceutical	Percentage increase in price for functional food functional beverages/ dietary supplement
Conventional and functional foods			
Salt	1 Kg	INR 11	73% for low sodium variant
Conventional and functional beverages			
Chilled beverages	330 ml	INR 20	350% for energy drink
Pharmaceuticals and dietary supplements			
Multivitamin tablets	10 tablets	INR 15	233 % for vitamins in the form of dietary supplements

Classification of nutraceuticals

(As par US-FDA)

1) Dietary supplements

“A dietary supplement is a product taken by mouth that contains a "dietary ingredient" intended to supplement the diet. The "dietary ingredients" in these products may include: vitamins, minerals, herbs or other botanicals, amino acids, and substances such as enzymes, organ tissues, glandular, and metabolites, extracts or concentrates, and may be found in many forms such as tablets, capsules, soft gels, gel caps, liquids, or powders. E.g. iron supplement capsules.

2) Functional foods:

Functional foods are designed foods which provide enriched foods close to their natural state to consumer, rather than manufactured dietary supplements in liquid or capsule form.

e.g. table salt fortified with iodine.

3) Medical foods:

In order to be considered a medical food the product must, at a minimum:

- be a food for oral ingestion or tube feeding (nasogastric tube)

Scientific aspects of nutraceuticals

1. HIV/ AIDS:

United States Patent Application 20120195988; 2012, granted to inventors Rezai-Fard and Ali describes a saponin or sapogenin from the capsicum genus may be used

- in the treatment of HIV infection, or AIDS,
- to alleviate the symptoms of HIV or AIDS,
- to delay the onset of HIV infection, or
- to stop an HIV infection developing into AIDS.

2. Cancer:

United States Patent Application 20120195988, 2012; granted to Rezai-Fard and Ali mention a saponin or sapogenin as described herein can be used directly as a chemotherapeutic agent

- in the treatment of tumors and cancer in the human or animal body.

Thank you

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