

WEIGHT MANAGEMENT AND OBESITY

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STRATEGIES TO GROW YOUR BUSINESS

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In this case study, CPL Business Consultants was engaged by a global chemicals and ingredients company to make strategic recommendations on positioning certain products for the weight management and obesity market.

The objective of this project was to provide information, analysis and possibly recommendation as to where and how to position products in the weight management and obesity markets. The weight management and obesity markets have different characteristics which vary among foods, functional foods, dietary supplements, over-the-counter medicines (OTC) and prescription pharmaceuticals (Rx). The target consumer sector also varies from consumers who simply watch their weight to those that are actively dieting to those who are blatantly obese with complex medical problems. When considering the greatest potential of a weight management product, one has to take all of these factors into consideration.

One of the core questions that CPL would address was *“is this product a dietary supplement or a pharmaceutical, OTC or prescription?”* There is also an overlap between supplements and pharmaceuticals. The answer would help to decide the strategic fit of the product into the appropriate sector. This would entail giving a brief overview of the main product categories in supplements and pharmaceuticals which are used either to prevent or to treat obesity.

Click here for a PDF of [the contents of the study](#) or look below for an outline.

WEIGHT MANAGEMENT AND OBESITY

Executive Summary

- Objective
- Background
- Principal Findings
 - Obesity
 - Pharmaceutical and OTC
 - Dietary Supplements
- Conclusions
 - Pharmaceutical & OTC
 - General Plus Points about Pharmaceuticals & OTC
 - General Minus Points about Pharmaceutical & OTC
 - Plus points for x about Pharmaceuticals & OTC
 - Minus Points for x about Pharmaceuticals & OTC
 - Barriers to Entry in Pharmaceuticals and OTC
 - Key Success Factors in Pharmaceuticals and OTC
 - Dietary Supplements
 - General Plus Points about Dietary Supplements
 - General Minus Points about Dietary Supplements
 - Plus points for x about Dietary Supplements
 - Minus Points for x about Dietary Supplements
 - Barriers to Entry in Supplements
 - Key Success Factors in Supplements
- Recommendations

Pharmaceutical & OTC Market for Weight Control

- Market
- Products & Players
 - Types of Drugs Currently Used for Treating Obesity
- Drugs in the Pipeline
 - Agents in Phase 2 of Clinical Development for Obesity
 - Agents in Phase 3 of Clinical Development for Obesity
- UK
 - 5 items
- US
 - US Food and Drug Administration (FDA)-Approved Medications
- News
 - 8 items

General Overview Of The Global Pharmaceutical Industry

- Market
- Market for Active Pharmaceutical Ingredients (APIs)
- Market Trends
- The Drug Development Process
 - Cost of developing a new medicine
 - Drug development and the conduct of medical research
 - Clinical trials
 - Success rates in Drug Development
 - The promotion of drugs
 - Market Penetration for New Drugs
 - Historical Data
- Intellectual Property Protection
 - Procedures for Drug Approval
- Players
 - 12 companies
- The Pharmaceutical Industry by Region
 - The US Pharmaceutical Industry
 - The European Pharmaceutical Industry
 - US vs. Europe – Competitive Comparison
 - The Pharmaceutical Industry in the ROW

Dietary Supplement Market for Weight Control

Introduction

- The Market
 - Trends
 - The market for appetite suppressants
- Products, Players and prices
 - 3 companies
- News
 - 9 items

General Overview of the Global Dietary Supplements Industry

- Markets
 - Value
 - Market Drivers
 - Market Structure
 - Distribution Channels
 - Product and Brand Differentiation
 - Success Factors
 - Barriers to Entry
- Products
 - Definitions
 - Product Categories
 - Common dietary supplements and their benefits
- Main Players
 - US
 - EU
- Regulatory
 - US
 - EU

IP for the use of XX in lowering cholesterol

- - Lowering blood cholesterol levels using XX
 - Compositions Containing Low Viscosity XXXX for Lowering Blood Cholesterol Levels
 - Oral Depressant against Cholesterol
 - Palatable XX Powder with Specified Particle Size

Obesity Statistics

Tables

- Global Pharmaceutical Market, \$b
- Size of the Pharmaceutical Market, \$b
- Largest Pharmaceutical Markets, \$m
- Market Consolidation in the Global Pharmaceutical Industry
- The EU Pharmaceutical Industry in Figures
- Research and Development in the EU Pharmaceutical Industry
- The Pharmaceutical Market in Europe, €b
- Market Size for the Chilean Pharmaceutical industry, \$m
- Slimming product market by Country (\$b)
- Global Total Weight Management Market by Region (\$b)
- Common Supplements for Weight Loss
- An Overview of Supplement Ingredients for Weight Management
- Market Concentration in the Dietary Supplement Industry in the US
- US Dietary Supplement Market by Manufacturer/Marketer
- List of Dietary Supplement Product Categories
- The Most Common Dietary Supplements and their Benefits
- Mean Body Mass Index by sex, adults aged 15 and over, and projections, Europe
- Global Prevalence Estimates of Overweight and Obesity, and Projections, by sex, Adults aged 15 and Over

Figures

- Cost of Developing a New Medicine
- Development of a Drug from Target Identification to Post-Launch Product Review
- New Molecular Entities Approved in the US
- Success Rates in Drug Development
- Percentage Market Share for Products Launched in the Last Five Years
- Pharmaceutical Industry Expenditure in R&D in Europe
- Split of European Pharmaceutical Market
- Funding of Health-Related R&D in the UK
- Comparison of Share of Global Pharmaceutical R&D Investment
- Obesity as % of total population in the US
- US Weight Management Market by Category
- US Dietary Supplement Market by Category
- US Dietary Supplement Sales by Market Channel

CPL has worked on many health ingredients and also on [opportunity studies](#). Have a look at our [PowerPoint Introduction](#) and [Brochure](#) describing deliverables, differentiators and case studies. [Eight case studies](#) can also be reviewed.