Japan | Probiotics

Positioning for probiotics in Japan

Well-established

- Digestive health
- Immunity
- Diarrhoea / AAD
- Joint health
- Healthy ageing
- Energy
- Oral health
- Weight loss
- Fertility

Low presence

Japan leading probiotics mid-2024 *(MSP, $mn)*				
	Brand	**$mn**	**mid-24/ mid-23**	**CAGR 23/19**
1	**Biofermin** (Taisho)	**106.7**	+9%	+9%
2	**Fancl** (Kirin)	**27.2**	+16%	+21%
3	**The Guard** (Kowa)	**20.0**	+12%	+3%
4	**Bio Three** (Alinamin Pharma)	**14.8**	+34%	+60%
5	**Wakamoto** (Wakamoto)	**12.6**	+56%	+6%
6	**Ebios** (Asahi for Mitsubishi Tanabe Pharma)	**11.8**	+10%	+6%
7	**Kaiteki Herb** (Kyodo)	**3.6**	+9%	+50%
8	**Miyarisan** (Miyarisan)	**3.4**	-5%	+21%
9	**Yamamoto** (Yamamoto Kanpoh Pharma)	**2.9**	+7%	+7%
10	**HealthAid Bifina** (Jintan)	**2.7**	+8%	-4%
	Others	**17.4**	+10%	+6%

- **Fancl** was dynamic, part of Kirin's rapidly-growing probiotics portfolio that also includes **iMUSE** immunity supplements; historical growth for Fancl Naishi Support, a black ginger + probiotic combination for weight loss, was reportedly a result of increased adspend, including TV ads and a brand website with information about weight loss techniques (*see right*)
- iMUSE range is formulated with proprietary postbiotic ingredient LC-Plasma, and growing well thanks to a combination of A+P and general consumer awareness of the importance of immune health

India | Single vitamins

Vitamin D

- Segment is growing well as incidence of vitamin D deficiency is high and similarly to other vitamin segments consumer education has proved key to growth
- A 2022 survey found up to 76% of Indians were deficient in vitamin D, with causes including limited sunlight exposure, air pollution and poor diet
- High-strength products such as **DePURA** and lower-tier 2022 launch **Vkap-D3** (Arbro Pharmaceuticals) are increasingly popular as they can be taken once-weekly rather than daily

- **Arachitol** was extended in 2022 with a gummy presentation with added curcumin to support bone health, immunity and general wellbeing
- **Calcirol** is supported by educational activities including events on World Vitamin D Day in November 2022, although brand otherwise has little consumer presence
- Launch activity includes a number of spray-format options including a line extension of **Absorvit** (Vestige) in October 2022 and rollout of **Vitonnix** (TATA 1mg / Zeon Lifesciences for Vitonnix) in November 2023
- Vitonnix later partnered with the SEARCH Foundation to address vitamin D deficiency in rural areas, donating 20,000 sprays in support of community health programmes

India leading vitamin D supplements mid-2024 *(MSP, $mn)*

	Brand	$mn	mid-24/ mid-23	CAGR 23/19
1	**DePURA** (Opella)	**10.1**	+6%	+9%
2	**Arachitol** (Abbott India)	**6.5**	+21%	+14%
3	**Calcirol** (Zydus Cadila)	**6.2**	+4%	+9%
4	**Lumia** (Sun Pharma)	**5.1**	+20%	+16%
5	**Ultra-D3** (Meyer Vitabiotics / Vitabiotics)	**4.7**	+5%	+29%
6	**Glucon-D** (Zydus Cadila)	**4.3**	+5%	+5%
7	**Glucose-D** (Dabur)	**4.3**	+15%	+22%
8	**Uprise D3** (Alkem)	**2.4**	+11%	+25%
	Others	**7.9**	+13%	+6%

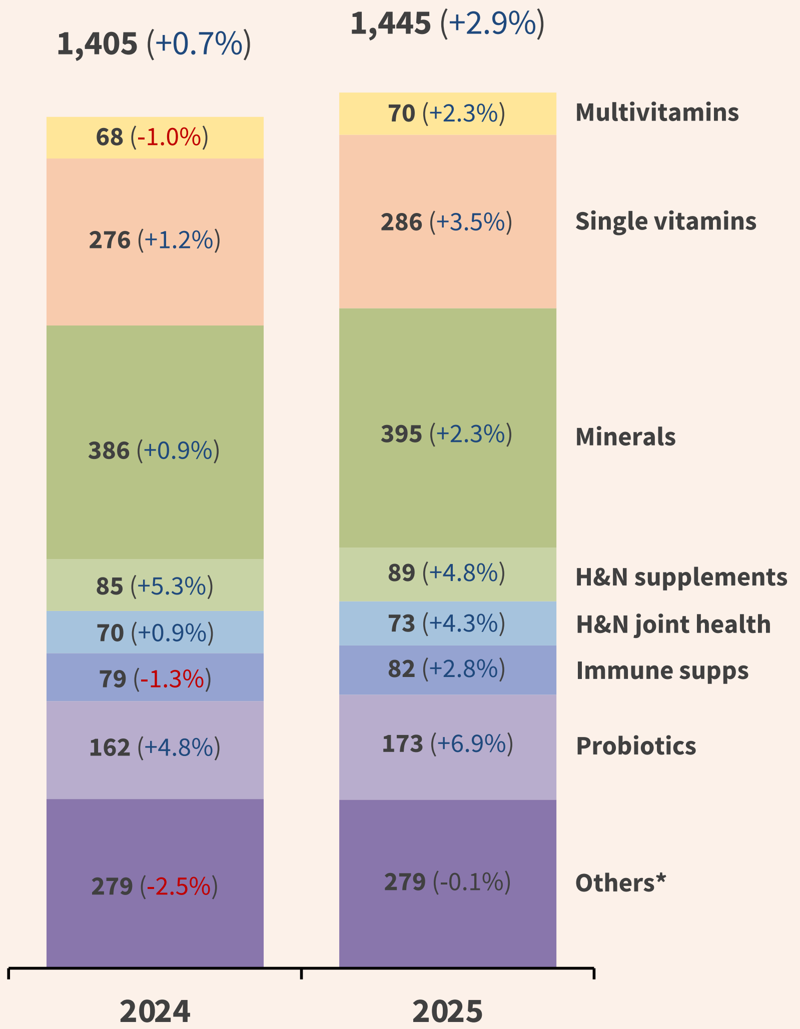
Germany | Outlook, forecasts & opportunities

Short-term forecast: Gradually improving, but far from dynamic

- After a decidedly muted 2024, prospects for 2025 are an improvement via sustained growth potential in probiotics and positive showings from single vitamins, while there are signs that multivitamins and immune supplements can reverse their downturns
- With industry research revealing that inflation influenced Germans' shopping habits (66% of pharmacists reported consumers asking for cost-effective alternatives in 2023, and 21% said smaller SKUs are in demand), premium brands are likely to lose share to lower-priced generics / PLs
- Already popular, a further shift towards branded generics may provide a barrier to future value growth
- Oversaturation of the market, with consumers confused by vast array of non-differentiated SKUs, is a further risk to growth
- Healthy ageing is a hot area of NPD (e.g. Orthomol's Cellprotect) and more brands may look to expand into this niche, while the shift towards vegan-friendly and "free from" options looks a sustainable trend
- Probiotics with niche positionings are growing in prevalence (and often outperform those for general GI health), including products for vaginal flora, liver health, energy, sleep, immunity, weight loss; extension of Bayer's Ibero franchise into probiotics shows how brands can be stretched

** includes pregnancy vitamins ($40mn & $41mn), eye health supplements, ($26mn & $26mn), hair & beauty supplements ($63mn & $63mn), sexual health supplements ($6mn & $6mn), herbal memory & brain health ($75mn & $75mn), herbal antidepressants ($7mn & $7mn), herbal menopause supplements ($18mn & $19mn), tonics & cure alls ($44mn & $41mn)*

Germany VMS short-term forecast sales by category 2024-25 (*MSP, $mn*)



Growth rates are % change on previous 12 months
*NB: **DB6** updates short-term forecasts every quarter; forecasts shown here updated in December 2024*

Outlook | Opportunities for VMS brands in GLP-1 support

GLP-1 use expanding across the globe – creating opportunities for GLP-1 support among supplements

- GLP-1 (glucagon-like peptide 1) agonists are experiencing a significant boom (the "Ozempic Craze"), with the **base of GLP-1 users expanding rapidly across the globe**
- 31% of global consumers say they are likely to use a medication or drug to support their weight loss, according to NielsenIQ Brandbank's *The 2025 Product Content Experience*
- Geographically, the GLP-1 injectables market is currently dominated by USA; JP Morgan Research forecasts **users in USA may number 30mn by 2030**, around 9% of the population

- Their use is less prevalent in other markets, where demand may be high but access can be more limited; that said, GLP-1s are launching more widely, with late 2024 seeing approvals of Novo Nordisk's Wegovy in Australia, S Korea and China
- The global supplement market for weight loss & nutrition is already developing around the needs and demands of GLP-1 users, and **GLP-1 support has the capacity to be a fast-growing, sizeable niche**
- According to research from Perrigo, just over half of GLP-1 users experience side effects – of these, 75% treat with OTCs
- Supplements and nutrition products **can support GLP-1 users in two main ways**:
  - Replacing vital nutrients, vitamins & minerals missing from a more restricted diet
  - Tackling some of the common side-effects of GLP-1 use such as constipation, diarrhoea, loss of muscle tone, etc.

- Multiple products from the supplements sphere can replace the vital nutrients missing from a more restricted diet and this **trend is already extremely well developed in USA** (*see next slide*), while the market is far less well developed in markets beyond, but has **huge capacity for growth**