

Case Study

Understanding Low Calorie Sweetner from Health Care Professionals

Marketing Challenge:

One of the biggest FMCG Company head quartered in USA and engaged in the manufacture and sale of a broad range of products in the health care field in many countries of the world has proposed to Majestic MRSS to conduct a comprehensive study to understand the various need states, attitudes, beliefs through the eyes of the health care professionals with regards to low calorie sweeteners which in turn can serve as an important basis for market segmentation.

Hence the main objective of this research was to identify attitudes of health care professionals, belief, prescription behavior and perception with respect to low calorie sweeteners

MMRSS' Approach:

Qualitative Method of 26 In-Depth Interviews was conducted in Mumbai & Chennai

Mumbai		Chennai	
Target Audience	No of IDI's	Target Audience	No of IDI's
GP	5	GP	5
Nutritionalists	3	Nutritionalists	3
Diabetologists	3	Diabetologists	3
Endocrinologists	2	Endocrinologists	2
Total	13	Total	13

The Results:

The results of the research showed Health Care Professional's perspective on sugar substitutes along with their depth understanding of Low Calorie Sweeteners. We also identified the frequency & patient profile for recommending sugar substitutes along with existing percentage of patients using sugar substitutes

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2. [Customer Sales Satisfaction Study for an Automobile giant](#)
3. [Consumer Service Satisfaction Study for an Automobile giant](#)
4. [Brand communication for a detergent powder](#)

About Majestic MRSS:

Majestic MRSS is more than a decade old full service market research company with clients in the Pharmaceutical, Healthcare, FMCG/CPG, Automotive, Information Communications and Technology (ICT), Hospitality & Retail, Media sectors. MMRSS has its presence in fifteen countries in Middle East and Asia. Majestic MRSS has always been at the forefront of technology as an emerging force in Asia and the Middle East in the last decade. To learn more visit www.mmrss.com

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