

Case Study

Tailoring Nutritional Solutions:

A Detailed Patent Landscape Analysis for Pet Health Supplements



Client's Objective

Our client sought to enhance their product offerings by identifying and prioritizing key supplements or ingredients that could deliver targeted health benefits. They were particularly interested in addressing six key areas: start of life, oral health, digestion, aging, emotional well-being, and healthy weight.

Our Strategic Approach

We strategically supported our client through:

Scope of Analysis:

- Conducted a comprehensive patent landscape analysis focusing on supplements and ingredients across six key health areas in pets, which were specified by our client.

Clustering Approach:

- Clustered supplements/ingredients based on various categories, providing our client with a clear understanding of the category they need to focus on.
- We also assessed each ingredient's support with scientific evidence and peer-reviewed research to validate its efficacy and safety.

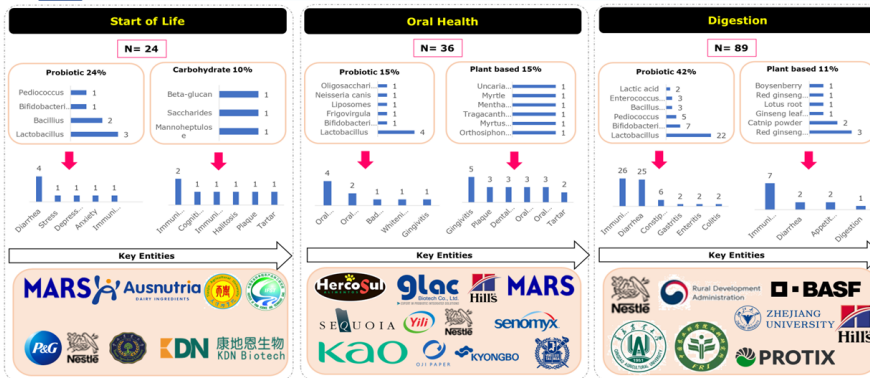
Prioritization and Insights:

- Identified and prioritized key supplements/ingredients with the highest potential for enhancing pet health.
- Recommended strategic reformulation opportunities for the current product portfolio based on patent insights and market demand.

Snippets

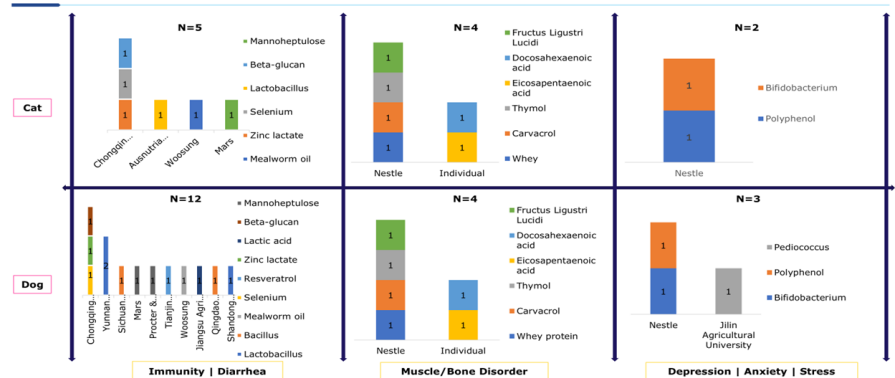
Executive Summary

Nestlé, Hill's Pet Nutrition, and Mars have emerged as leading entities addressing various health categories, including diarrhea, stress, immunity, oral health, gut diseases, and more



Health Area - Start of Life – Key Ingredients vs. Key Entity

Immunity, diarrhea, muscle/bone disorders, and mental health conditions are leading medical issues in young pets; many entities are working on functional ingredients to address these conditions, with Nestlé leading in this space



Impact

Our analysis delivered:

Targeted Ingredient Recommendations:

Our client was able to shortlist and prioritize the top 8 to 10 potential supplements/ ingredients, considering parameters like readiness level, effective concentration, scientific evidence, target health areas, IP activity of entities, and their suitability for reformulation strategies.

Informed Decision-Making:

Our analysis helped the client clearly understand the potential benefits, challenges, and opportunities associated with each ingredient, making them an integral part of the decision-making process about product reformulation.

By leveraging our expertise in patent analysis and understanding the unique requirements of the pet food industry, we helped our client create a roadmap for developing healthier, more effective, and sustainable pet nutrition solutions.

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