



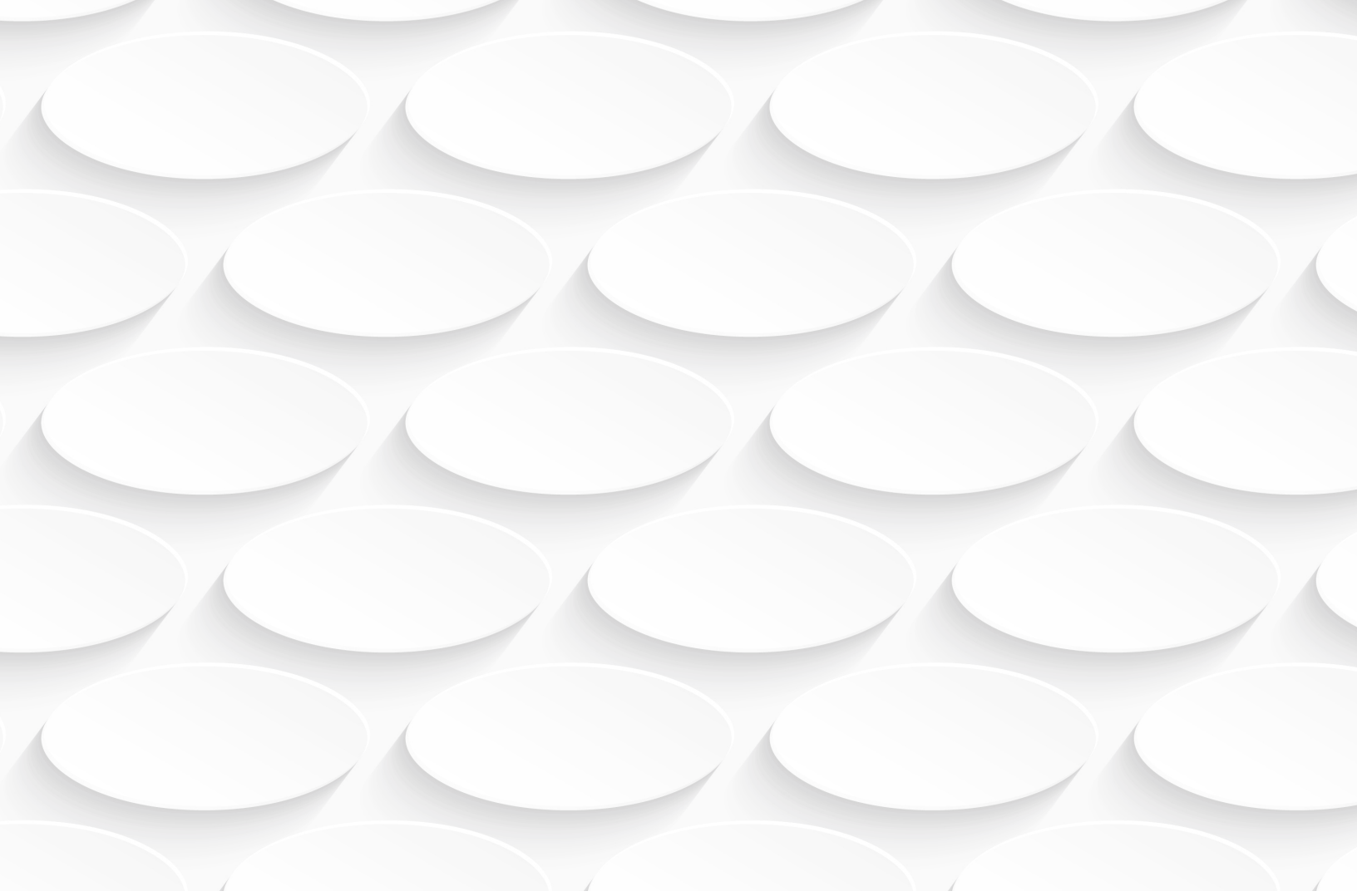
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ARTICLE

Using softgel innovations to grow market share

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Introduction

If you're a brand manager or R&D leader, you probably know already that staying on top of the latest innovations is critical to your consumers' experience and the perception of your brand. What you may not realize is the powerful role that dosage forms can play in getting you there.

Innovation is fundamental to today's formula for success because it allows you to become the consumer's first choice by developing products that provide a pleasant, convenient and effective experience. Softgel capsules are one example of a highly versatile dose form that can help you achieve this objective.

In addition to having the potential to enable your product to act faster and offer extended relief times, softgels are easier to swallow than tablets and provide a more convenient, consistent dose than liquid suspensions. Historically, softgels have played a critical role in the evolution and growth of many branded portfolios. Market research shows they are primed to become even more important in the coming years, with predictions of 5.5% CAGR through 2025, reaching a global market size of more than \$316 billion.*

*Big Market Research, "Softgel Capsules Market Proceeds To Witness Huge Upswing Over Assessment Period by 2025," *The Courier*, March 16, 2021

Make medication a pleasant and convenient consumer experience

One softgel dose innovation that has broad application and can change consumers' perception of medication is the *chewable* softgel. Over the past decade, chewable softgels have seen broad consumer acceptance within the multivitamin market and they are well positioned to take significant share and shelf space from more traditional dose forms in other categories.

Chewable softgels have great potential for medications aimed at children and the elderly as well as for supplements targeted at adults overall. Add a pleasant flavor, and you have created a great experience that will make softgels the dose form of choice.

When it comes to selecting an OTC dosage form, leveraging a customer-centric lens can increase your share and brand awareness.

Size is everything

Softgels can address many issues, including consumers' dislike of swallowing a large tablet. In fact, a concentrated "mini" softgel can drive further adoption due to its high swallowability. Miniaturization may seem like a minor innovation, but improving the ability to swallow medicine has improved consumers' compliance with their medicine regimen, thereby generating not only a positive patient outcome but also incremental revenue.

Finding innovation and selling it internally are two different things

When you have found a new dosage form to pursue for your franchise, ensuring that your stakeholders align with it is a critical step. Even if you know that adding a new dosage form will deliver strong ROI, the project will go

nowhere unless you can make a case to those who approve your budgets. To build a business case, include your assessment of strategic and financial benefits, alignment with corporate strategy and objectives, implementation approach, risk, and financial analysis.

Three key points to emphasize:

- How the dosage form uniquely addresses consumer demand
- How the dosage form keeps up with trends
- How your product would benefit from the characteristics of the dosage form

Budget approval is only half the battle, however, because you also need the right formulation innovation partner.

What to look for in an outsourcing partner:

- **A consultative approach** that focuses on listening to your needs, going deep on your product portfolio, and being flexible enough to adapt their technologies to you
- **A great track record in dose form innovation on the commercial market**, as well as the proven ability to take a project from concept to commercialization and launch with the highest GMP standards
- **The ability to understand local markets** and help you take advantage of geographic disparities in dose form innovation
- **A supply chain built on broad reach** that ensures you always have the APIs and excipients you need in order to keep up with demand

If you are looking to grow market share in your franchise, it may well benefit you to take a fresh look at softgel technologies. **For further detail, please download our latest softgel infographic, Find Your Dream Dose Form, by clicking [here](#).**



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Thermo Fisher Scientific provides industry-leading pharma services solutions, including end-to-end drug development, clinical trial services, and commercial manufacturing solutions to customers of all sizes through our Patheon brand. With more than 55 locations around the world, the company has extensive capabilities, including small and large molecule drug substance and drug product development, viral vector and cGMP plasmid development and manufacturing to support cell and gene therapy and vaccines, clinical trial services, and commercial-scale manufacturing and packaging.