

What approaches, including natural OTC supplements, can help consumers manage stress?



**The client wanted to understand the different approaches, including natural supplements, with credible evidence that could be used to manage stress.**

**Technologies**

- Apps
- Devices
- OTC supplements, including pre/probiotic supplements
- Personal care

**Domain expertise**

- Naturals active and ingredients
- Solutions with scientific substantiation
- Ecosystem structure and engagement points



### **Our client asked:**

We undertook secondary (review of scientific publications and clinical data) and primary (expert interviews) research to conduct a landscape analysis of available solutions and to classify them according to the level of associated clinical evidence.

### **The project story:**

The research explored natural actives, ingredients, formulations, devices and apps.

As part of research, we described the key trends in products and consumer interest in stress management.

Expert interviews explored views on the strengths and gaps associated with the solutions with the most clinical evidence

### **Results: deliverables and outcomes**

We outlined the key elements of the stress management ecosystem in the consumer health space and profiled companies with the most credible solutions.

We informed client on the most credible potential solution spaces, short and medium terms engagement points and path forward.

Insights from the study were shared with top management and project sponsor received support to drive forward with the initiative within the organisation.

### **Contact us**

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As part of research,  
we described the key  
trends in products and  
consumer interest in  
stress management.