

PRESCOUTER

De-risking Strategic Investments in Over-the-Counter Supplements

Validating claims to guide capital allocation and support strategic decisions



The Challenge

A global consumer health company set out to launch a new supplement within one year to capture an unmet market opportunity.

The category was already crowded, with 35 competing products built on 26 active ingredients and little evidence that multi-ingredient combinations offer added value.

Success would require entering the market with a formulation backed by strong evidence, creating a path to stand out in a space with no clear market leader.



At a Glance Outcomes

3

Ingredients Validated

Recommended for further evaluation based on meaningful clinical effects.

35

Products Mapped

Clear view of the market opportunities and claim gaps.

46

Clinical Studies Reviewed

Evidence translated into actionable product pathways.

Faster Market Entry



De-Risked Investments



Key findings

The eye & brain health supplement market is crowded with **35 products** and **26 actives**, but most lack strong synergy evidence.

Initial product analysis 35

Total Products Analysis

Comprehensive review of supplement products.

Clinical Benefit A — 22

Clinical Benefit B — 13

Initial Clinical Research 26

Clinical Studies

Studies on each of the **26 ingredients** and their marketing claims for targeted benefits were evaluated.

Data Standardization & Effects Size Analysis

Focused clinical Analysis 25

Clinical Studies Breakdown

5

shortlisted ingredients associated with cognitive performance

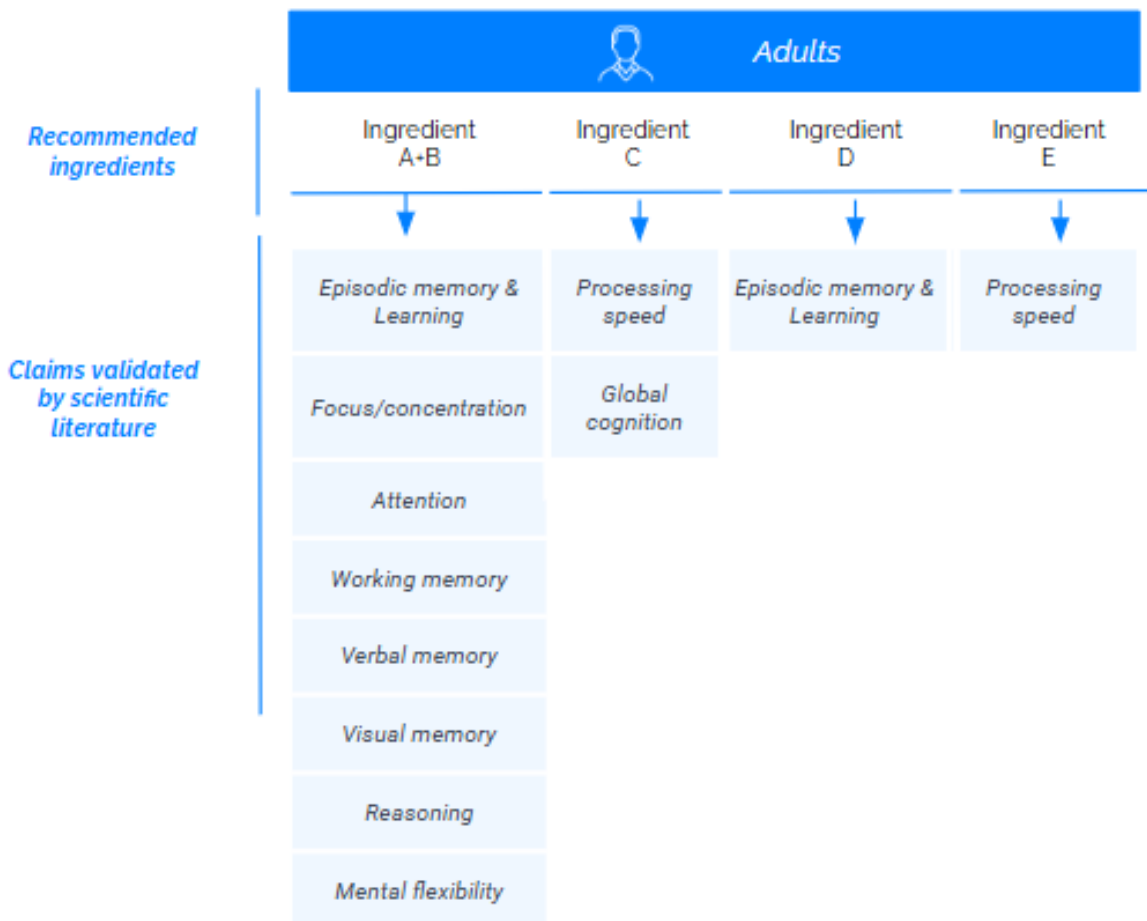


Previous Rounds — 5

Additional Studies — 20

We performed a meta-analysis by normalizing data and comparing the clinical effect size of each ingredient, then shortlisted five candidates with the most relevant effects.

From **46 studies**, only five ingredients show medium-to-large cognitive effects. Of the five shortlisted ingredients, the PreScouter team recommended three as primary options for the next supplement. These ingredients demonstrated consistent results across studies and offer clinical endpoints that align with target market needs while supporting the intended claims.



Our review of **46 clinical studies** found that **few actives have measurable impact**. Screening by **Cohen’s effect size (>0.5)** allowed us to **focus on the three most promising candidates** for meaningful cognitive and visual outcomes. Figure shows only for adults but analysis was done for children, adolescents, and elders.

In addition to clinical evidence, the shortlisted ingredients have demonstrated benefits across diverse target populations, supporting the potential to develop specific claims for children, adults, and the elderly.

Potential mechanisms of action with clinical evidence of the ingredients

	Ingredient A+B		Ingredient C		Ingredient D	
						
	72 years old (average age)	5-12 year old (age range)	37 years old (average age)	37 years old (average age)	21-22 year old (age range)	21 years old (average age)
Time Point	10 mg + 2 mg		300 mg		500 mg	
Dose	10 mg + 2 mg		300 mg		500 or 1000 mg	
Point	365	180	84	84	14	Acute administration.
Outcome						
Effect size						

Most market claims are broad or misaligned with science, leaving space for credible, evidence-led positioning.

Across 21 product claims, we found at least one piece of supporting evidence for each. However, the strength of these claims is often undermined by:

- Ingredient concentrations in supplements not matching those in successful studies
- No evidence found for the supplement's intended audience, e.g., supplements aimed at adults carrying claims of benefits seen in studies in children
- Claims based only on susceptible population or only based on preclinical evidence

The result is a market full of claims that appear credible but lack decision-grade substantiation for the intended consumer.

Competitor mapping shows two common approaches to supplement claims: general statements supported by limited preclinical evidence that lack clear clinical meaningfulness, and specific claims that often face methodological or population-data limitations. This creates an opportunity to differentiate with robust, clinically credible claims.

From Insight to Action

PreScouter recommended:

Seize Market Leadership

Simplify the chaos: Launch a lean, science-backed product that cuts through 35 crowded undifferentiated competitors.



Evidence-Based Formula

Bet on three actives that consistently deliver cognitive and visual gains – concentrating resources to create a product that defines the evidence-backed standard.



Hard Biology Foundation

Anchor your market story in hard biology: leverage measurable brain health markers to built claims competitors cannot credibly match.



Exploit Credibility Gap

Move beyond vague claims to determinate the market with science-first messaging that earns consumer and regulator trust.



About PreScouter

Strategic Intelligence Through Stage-Gated Research Excellence

Our Proven Approach



Intelligence Briefs

Break topics into focused research segments



Bi-Weekly Reviews

Progress reviews & objective setting for next iteration



Actionable Insights

Strategic recommendations for immediate implementation

What Clients Rely On Us For



Technology Intelligence

- Technology & company landscaping
- Market trends, analysis & research
- Market sizing & forecasting
- Supplier identification
- Sample procurement



Research & IP

- IP landscaping & analysis
- Regulatory landscape mapping
- Academic literature reviews
- Partner vetting & due diligence



Competitive Intelligence

- Competitive landscape mapping
- Trends identification & analysis
- Early warning & monitoring systems
- Industry expert consultations



Data & Analytics

- Custom dashboards & platforms
- Anonymous market outreach
- AI consumer insights
- Data analysis & recommendations

Comprehensive Primary & Secondary Research Sources

Technology & Company Landscaping

Supplier Identification

Sample Procurement

Market Trends, Analysis, Research, & Sizing

Regulatory Landscape

Trends Mapping

Anonymous Outreach

Academic Literature Review

Partner Vetting & Due Diligence

Early Warning, Monitoring, & Detection Systems

Consult With Industry Subject Matter Experts

500+ Subject Matter Expert Interviews Annually