

Marketing report dabur chyawanprash flashcard



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BUSTER**

Dabur India Limited is the fourth largest FMCG Company in India with interests in Health care, Personal care and Food products. Building on a legacy of quality and experience for over 100 years, today Dabur has a turnover of Rs. 2233. 72 crore with powerful brands like Dabur Amla, Dabur Chyawanprash, Vatika, Hajmola & Real.

Dabur Chyawanprash, the largest chyawanprash brand in India, contributes around Rs 150 Crore to Dabur's revenue. As a brand, Dabur Chyawanprash has been losing market share, but continues to dominate the consumer health care market with about 60% market share. Some of the findings about Dabur

- Largest distribution networks in the country
- Dabur Chyawanprash has high penetration in urban areas.
- The penetration is more in younger people and old aged.

- The consumption is significantly higher during the winter.
- Dabur Chyawanprash enjoys high brand loyalty.
- Only 3% of Indian market is consuming products like Chyawanprash.
- The Chyawanprash market is now stagnant.
- Significantly low contribution in the southern area – regional sales analysis data.

Himani & Baidyanath have emerged as significant competitors with about 15% & 13% market share respectively. Other national players in segment include Zandu besides a host of unorganized sector players. Dabur has recently launched Sugar Free “ Chyawanprash” targeted to the segment of people with high sugar level. Its sales have been very encouraging.

Dabur Chyawanprash's position in the product life cycle has been analyzed and its position as per Value equivalence line has been studied. Marketing

mix with its four elements viz product, place, promotion and price with respect to the product has been studied.