

Case Study: What is the Opportunity for our Stress Management Supplement?

The Challenge

Our client was looking to launch a new supplement to help with stress and wanted to understand the factors that contribute to stress and what the opportunity would be for their stress management supplement.

Our Approach

- We conducted a Home Use Test and also asked a subset of our Home Use Test participants to record how they were feeling prior to their trial of the product and then after using the product.
- After reviewing the videos, we selected some participants to participate in online, moderated group discussions.
- Four, 60-minute sessions were conducted with three participants per session.



What We Learned

There are several sources of stress:

Participants shared feeling stressed and overwhelmed more frequently now due to the impact of the COVID-19 pandemic.



- Balancing work and home life.
- Adjusting to remote learning / homeschooling children.



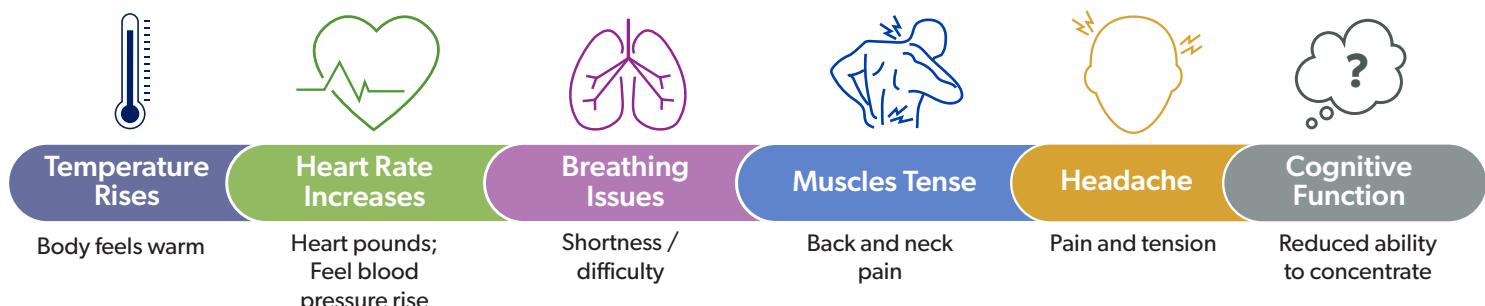
- Increase in / adjustments to telecommuting.
- Working different/longer hours.
- Difficulty working with colleagues remotely.



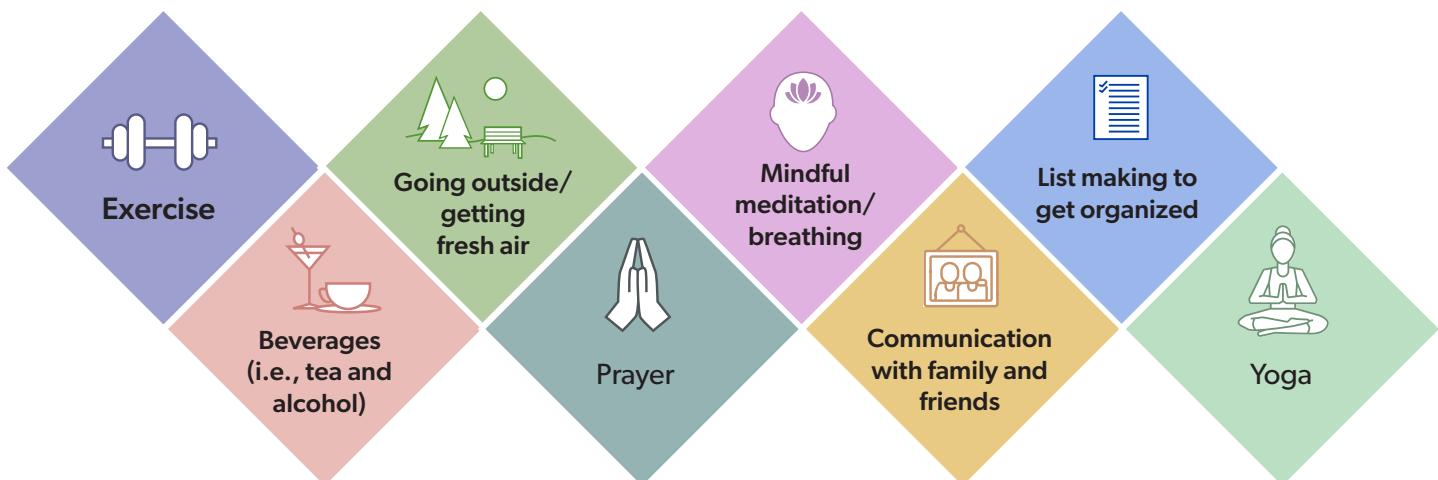
Stress related to disruption of important life events (e.g. rescheduling wedding).

What We Learned

Physical symptoms are key indicators of stress and range in severity.



Consumers incorporate behavioral approaches to help manage stress and its physical symptoms.



Some behaviors require more time which is not always possible in the moment.

Even with stress management techniques, anxious feelings aren't easily cured and don't always go away completely. Consumers spend the time to de-stress just to re-stress at the first sign of trouble.



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Insights to Action

Most people are not currently using supplements to help calm themselves but would be open to it.

Points of Appeal



A natural/herbal supplement is a compelling alternative to a prescription drug.

Has credibility since herbal remedies have been proven effective and used for a long time.

A fast-acting and convenient solution that can be used in the moment and doesn't require a time commitment.

Points of Concern



Skepticism around the effectiveness and how much more effective it would be compared to the behaviors that they already use.

Heightened awareness of and resistance to using a drug/prescription in these occasions.

The primary benefit is feeling the relief take over (actually noticing the physical and emotional shift).

Use preventatively

In anticipation of highly stressful situations where stress is guaranteed (i.e., important work presentation).

Use in the moment

When they are actively experiencing stress and the associated symptoms.

Portability is key

Provides peace of mind that stress relief can be obtained anytime, anywhere.



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