

# FINAL COMPETITIVE ANALYSIS

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## QUESTION AND ANSWER

Question and Answer Time.

## 02. BRIEF INDUSTRIAL ANALYSIS (U.S.)

### DESCRIPTION



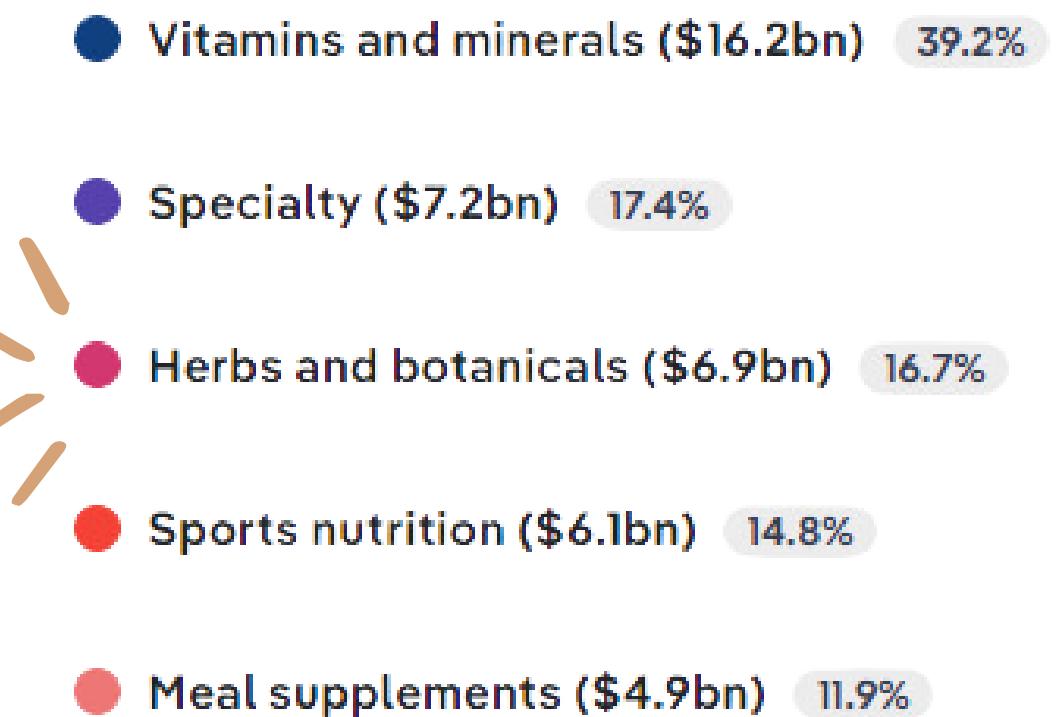
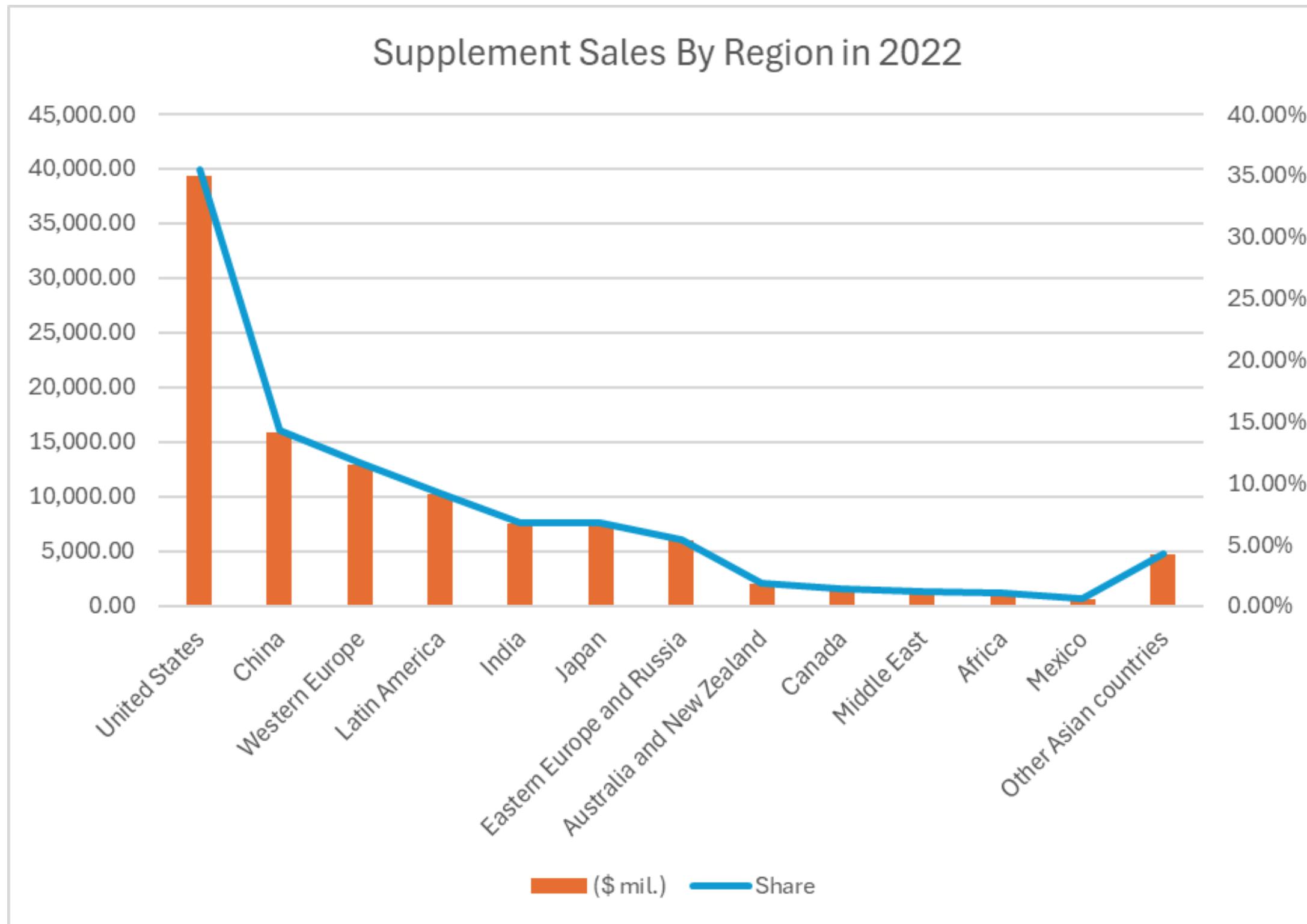
Analyzing Industry Revenue



Analyzing Market Share



## 02. BRIEF INDUSTRIAL ANALYSIS



Revenue of US market is around **25 times bigger** than Canada (35.44% to 1.45% market share respectively)

## 02. BRIEF INDUSTRIAL ANALYSIS (CONTINUE)

**\$41.2bn**

TOTAL INDUSTRY REVENUE (2024)

Source: IBISWorld, Vitamin & Supplement Manufacturing

Segment	2024 Total Revenue (\$m)	2024 Market Share (%)	2029 Market Share Forecast (%)
<u>0-4 Employees</u> Average Revenue: \$1.6m	1,148	2.8	4.7 increasing
<u>5-9 Employees</u> Average Revenue: \$2.8m	618	1.5	2.2 increasing
<u>10-19 Employees</u> Average Revenue: \$5.1m	1,018	2.5	3.6 increasing
<u>20-99 Employees</u> Average Revenue: \$16.8m	3,169	7.7	8 increasing
<u>100-499 Employees</u> Average Revenue: \$56.5m	6,272	15.2	15.4 increasing
<u>500+ Employees</u> Average Revenue: \$537.1m	29,001	70.3	66.1 decreasing

Smaller companies are taking over market share from larger corporations, presenting a significant opportunity.

## 03. DESCRIPTIVE ANALYSIS

### DESCRIPTION



We analyze all the features from the most common competitor products



# 03. DESCRIPTIVE ANALYSIS



## Neuriva Original

Price: CA\$52.12

4.3 Stars over 4300 ratings on US Amazon

Advertised as a good supplement for memory, focus, learning



## Full Spectrum Coffee Cherry

Price: CA\$9.48

4.5 Star over 300 Rating on US Amazon

Advertised to deliver essential nutrients to the body supporting protection and health defense

# 03. DESCRIPTIVE ANALYSIS (CONTINUE)

## Neuriva Original

DIRECTIONS: Adults (18 years and older) take one (1) capsule daily.

**Supplement Facts**

Serving Size	1 Capsule
Amount Per Serving	% Daily Value

Coffee Fruit Extract (Coffea arabica) Neurofactor® 100 mg †

Phosphatidylserine 100 mg †

†Daily Value not established.

**Other Ingredients:**  
cellulose, capsule (hydroxypropyl methylcellulose, carrageenan, titanium dioxide, pectin), rice bran, silicon dioxide  
**CONTAINS SOY.**


## Full Spectrum Coffee Cherry

### Supplement Facts

Serving Size 1 Veggie Capsule

#### Supplement Facts

Amount Per Serving	% Daily Value
Coffee Cherry (Coffea arabica) (fruit) 200 mg	*

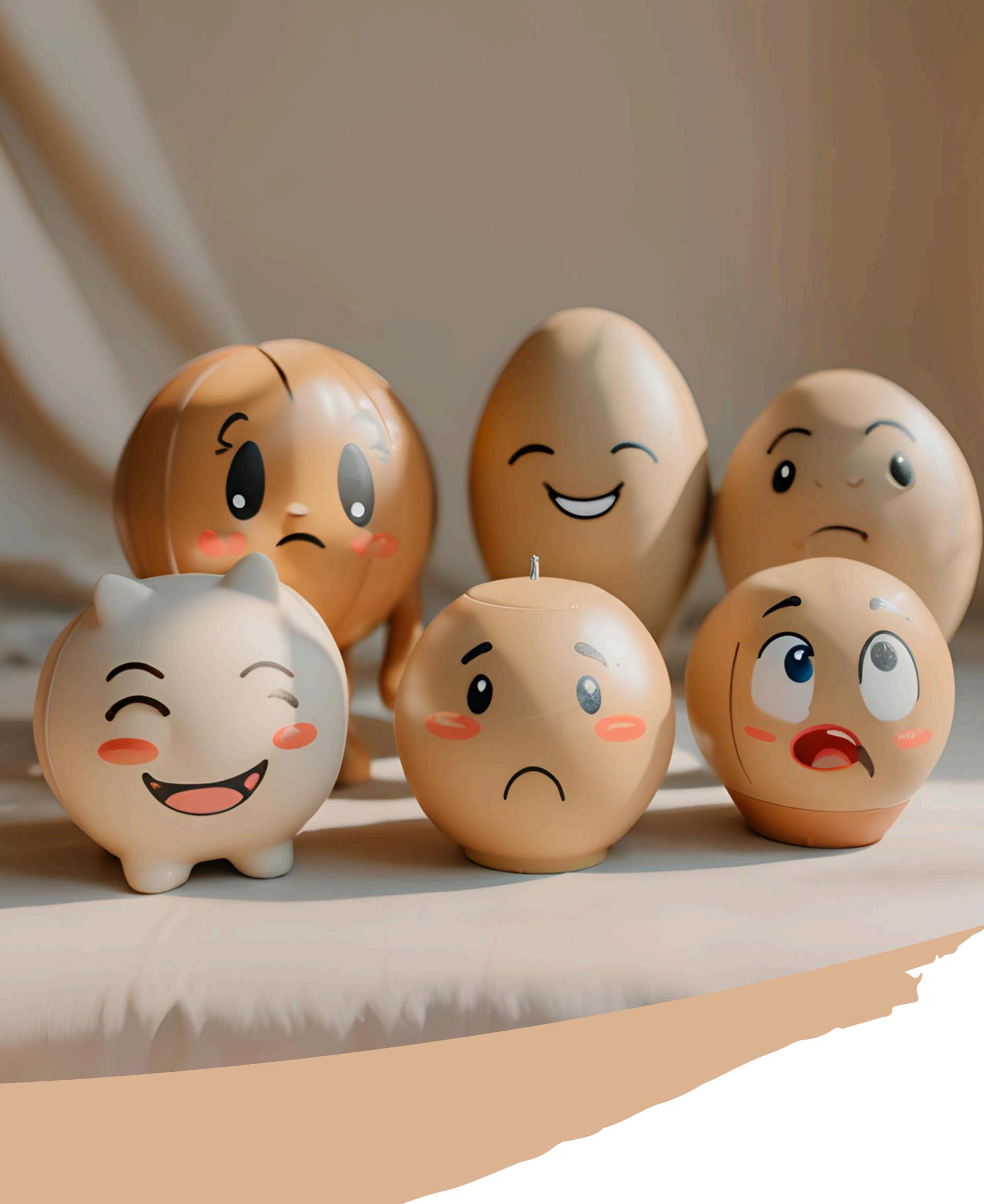
\*Daily Value not established.

Other ingredients: Brown rice bran, hypromellose (vegetable capsule), calcium palmitate, silica.

**Suggested Use:** As a dietary supplement, take one veggie capsule one to two times per day with water.

The key difference is Phosphatidylserine, which takes 50% of the ingredient of Neuriva.

As a result, the key to success is to build a sustainable competitive advantage



## 04. SENTIMENT ANALYSIS

### DESCRIPTION

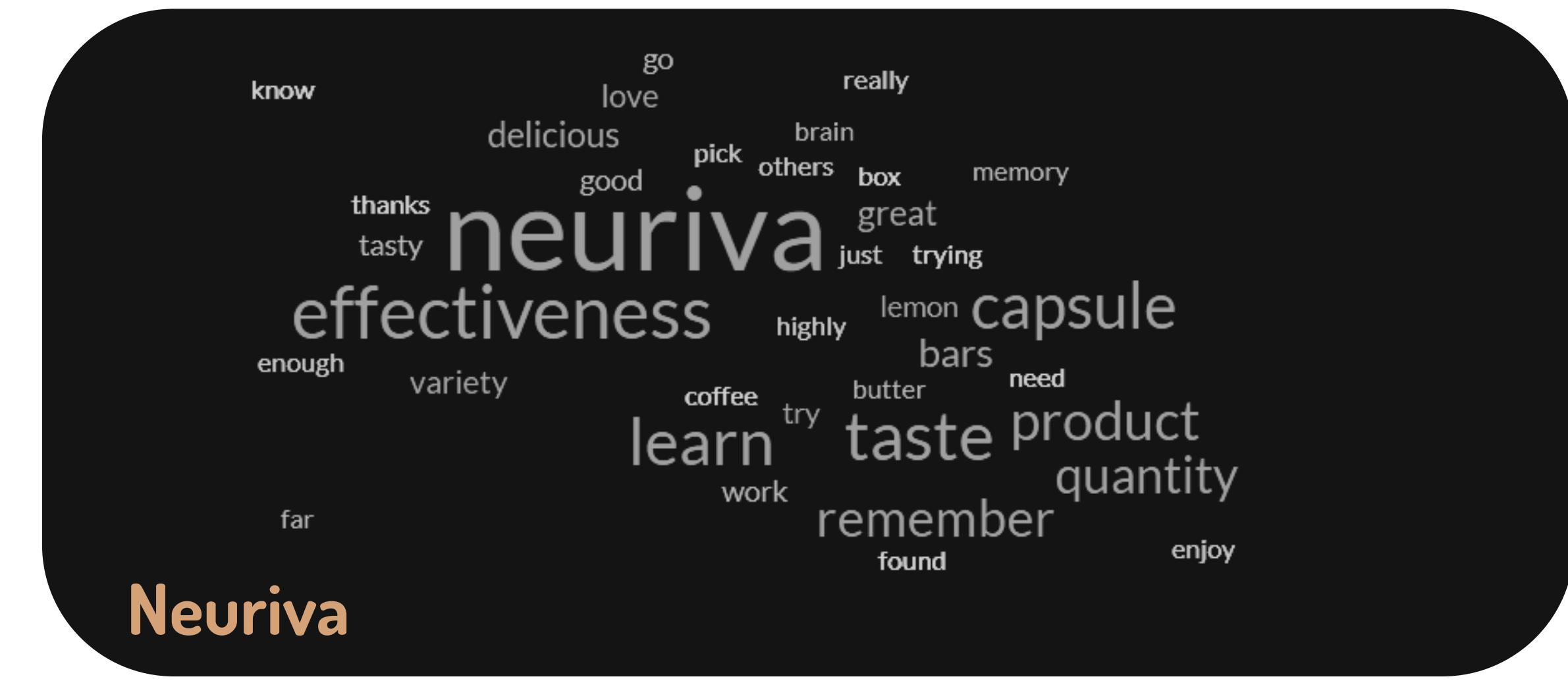


Rewriting topics

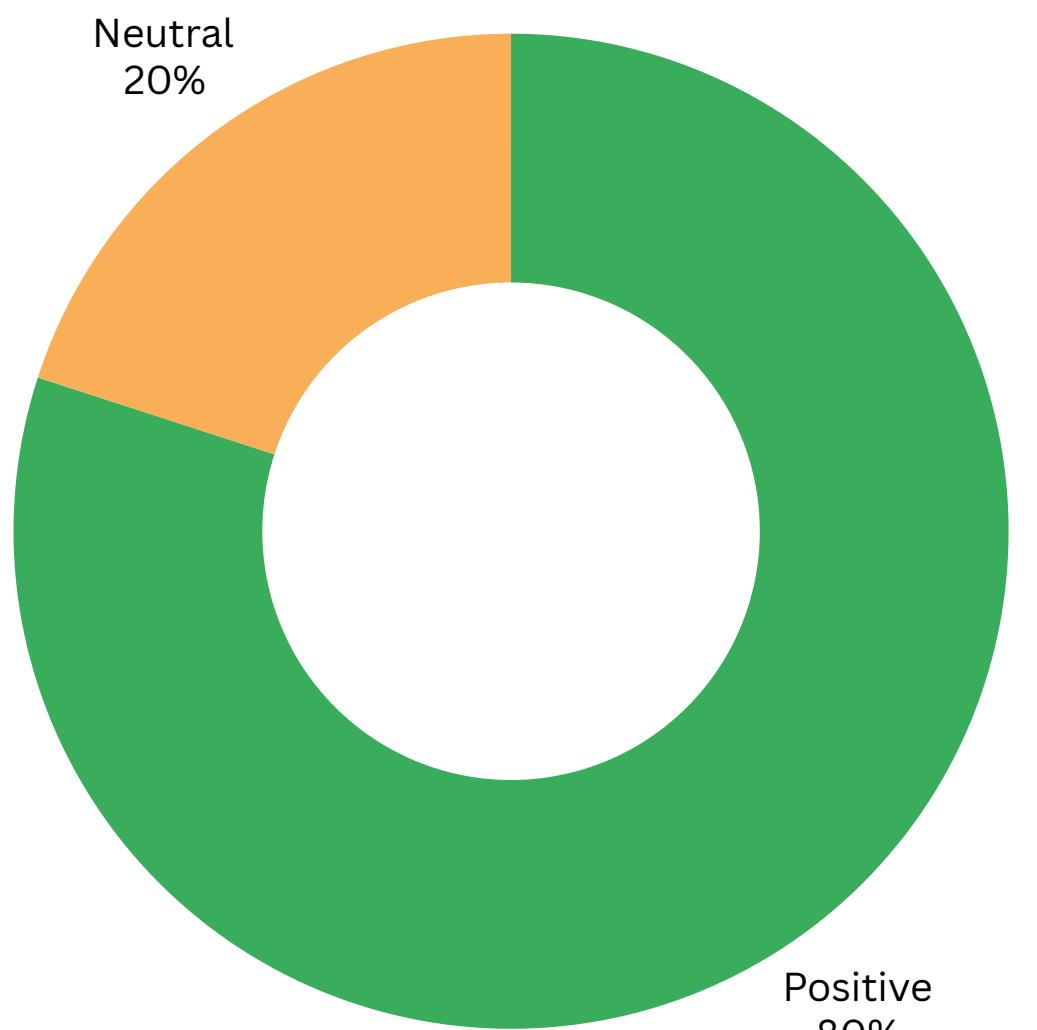


Ratio of positive and negative sentiments

## 04. SENTIMENT ANALYSIS (TOPICS)

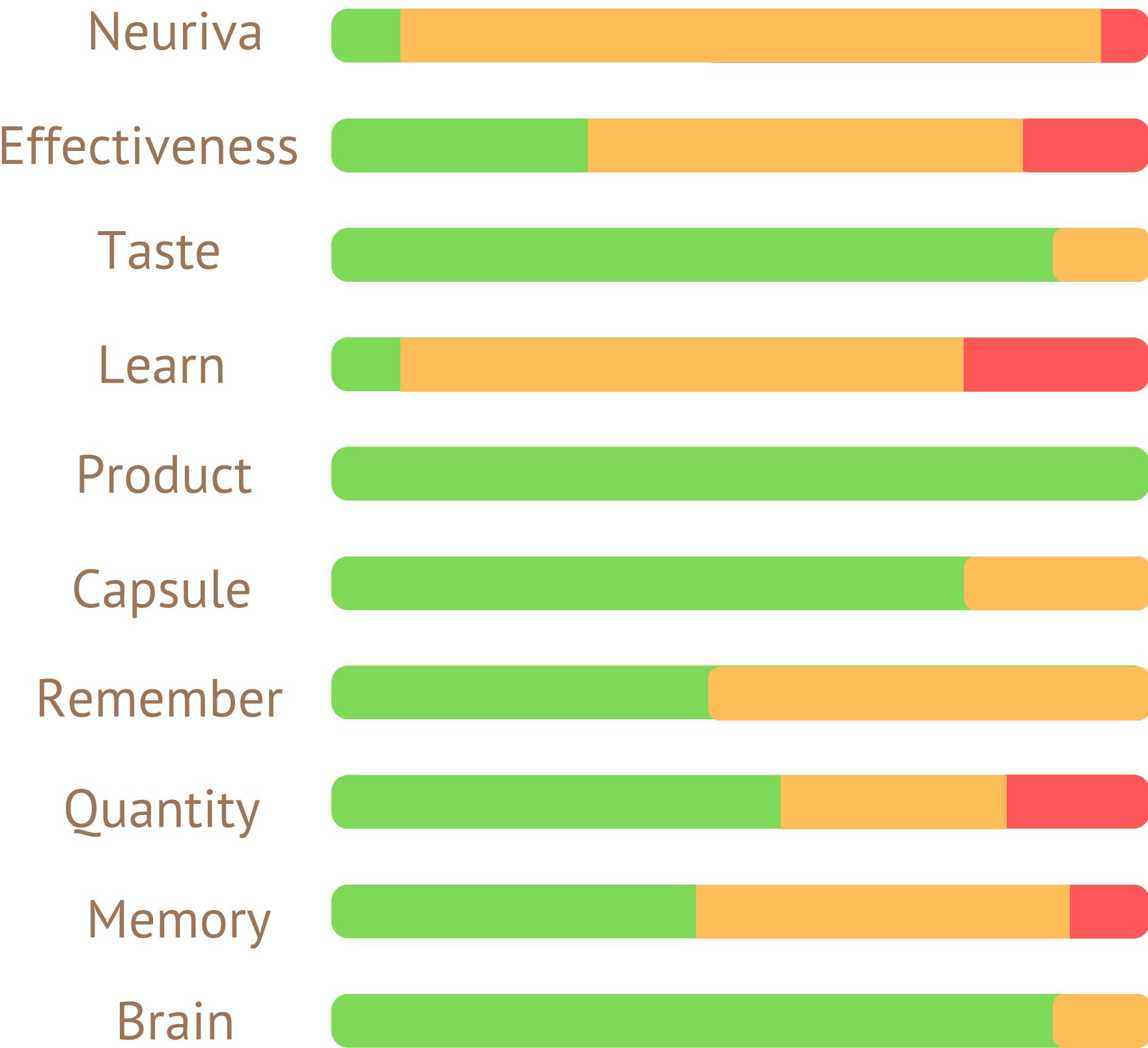


## 04. SENTIMENT ANALYSIS (RATIO)

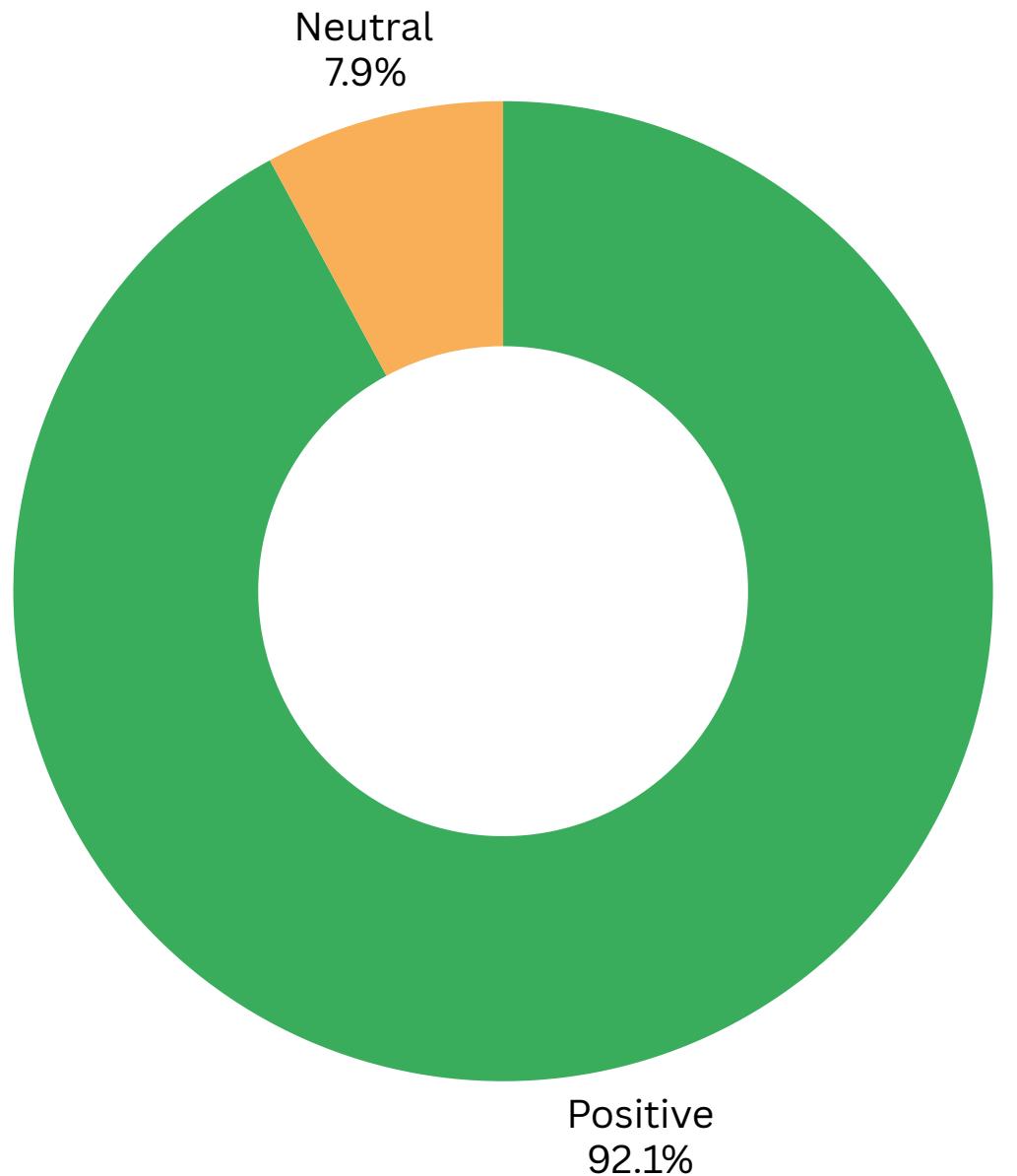


Review in total for Neuriva Original

## Neuriva Original

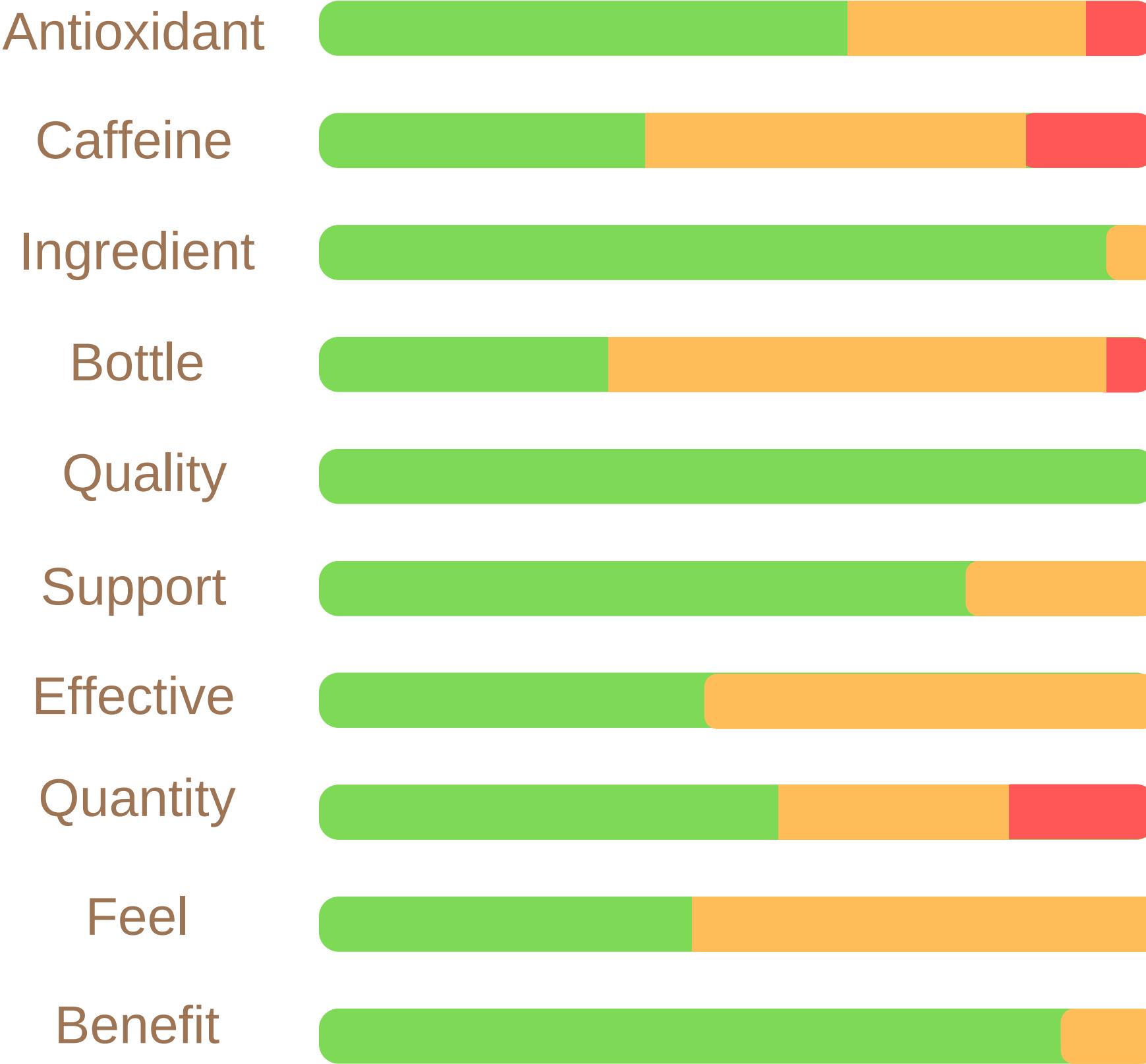


## 04. SENTIMENT ANALYSIS (RATIO)



Review in total for Swanson  
Coffee Cherry

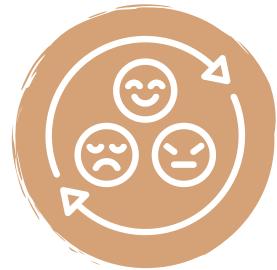
## Swanson Cherry Coffee



## 05. PROJECT PROGRESS AND FUTURE PLAN



What we have accomplished  
so far



What will be included in the  
next step



# 05. WHAT WE HAVE ACCOMPLISHED SO FAR

## Data Scraping

- Successfully extracted data from different sources.
- Performed initial data cleaning and preprocessing.

## Industrial Analysis

- Identified key industry revenue and competitiveness
- Analyzed market dynamics and forecasted industry developments.

## Descriptive Analysis (Two Products)

- Identified main competitors.
- Began analysis of competitors' market strategies.

## Sentiment Analysis (Two Products)

- Conducted text preprocessing (tokenization, stop word removal, etc.).
- Completed sentiment classification (positive, negative, neutral).
- Generated preliminary sentiment trends and visualizations.



# 05. NEXT STEP

## Comprehensive Industrial Analysis

- Analysis on Barrier of Entry and Distribution Channels
- Key Success Takeaways

## Descriptive Analysis (Four Products)

- Complete the analysis of competitors' market strategies.
- Perceptual Map

## Sentiment Analysis (Four Products)

- Conducted text preprocessing (tokenization, stop word removal, etc.).
- Completed sentiment classification (positive, negative, neutral).

## Final Reporting and Visualization

- Comprehensive report summarizing all analyses.
- Executive summary with key insights and recommendations.



## 07. QUESTION AND ANSWER

