

Major price sensitivity in this market means that the brand has to introduce some more affordable variants or smaller packaging options in Joint & Mobility supplements, which would catch more consumers at least in middle-income groups. This can be achieved by:

- Introduction of smaller capsule packs having low price points in order to give trial to the customer without seeking a heavy upfront cost.
- Subscription or bundled offers consisting of the joint health products and any other complementing supplements that come out to be value for the money.
- Promotional discounts on timed periods such as festive seasons and awareness months to drive volume without any damage being done to brand image in consumers' minds.

That pricing flexibility would instill confidence in price-conscious consumers and make them brand loyal eventually, thus ensuring a substantial increase in customer lifetime value and market share.

5.3 Innovate Product Line with Plant-Based and Specialized Formulations

The global trend emerging today for plant-based and vegan supplements is sharply upward. This push is being made by consumers on both ethical and health-conscious grounds. The Blackmores Joint & Mobility line includes mostly conventional ingredients like glucosamine sulfate and turmeric. To create a difference and tap into new customer segments, the company should:

— Special supplements addressing specific conditions like osteoarthritis or sports recovery, incorporating nutrients such as collagen or MSM.