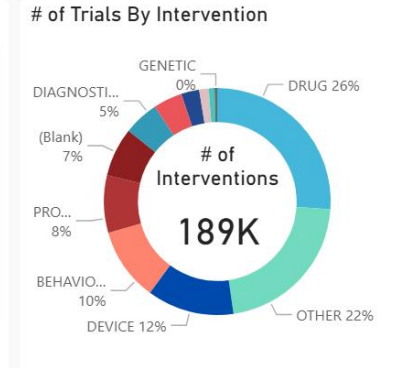
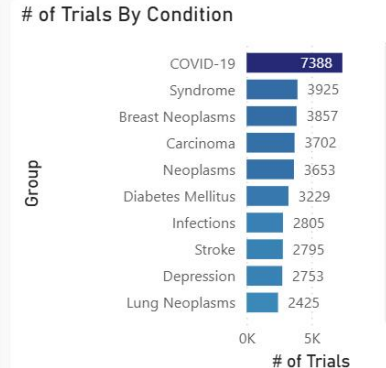
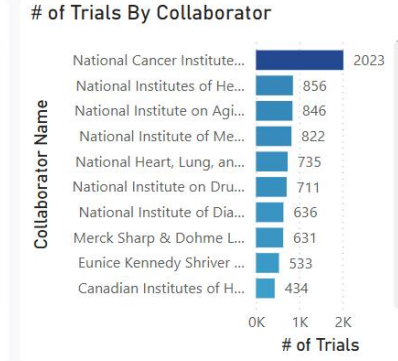
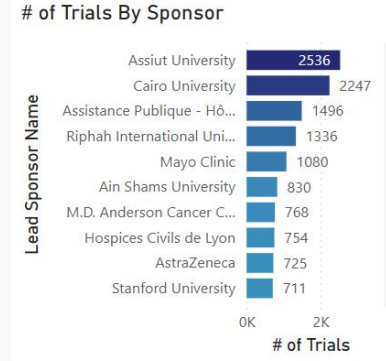


Total # of Trials  
196231

Total # of Sponsors  
25,169

Total # of Collaborators  
34,070

Search By Condition  
Search



# CPG RADAR

## Artificial Intelligence For Science & Innovation



**Afif Ghannoum**

Founder and CEO of CPG Radar, which helps CPG brands and ingredient companies accelerate innovation and business development using big data and AI.

Creating products in the OTC medication and dietary supplement space since 2010.

Launched products in over 27,000 stores, including Walmart, Target, Walgreens and CVS

IP licensed to other companies has resulted in products being sold in over 100,000 stores.

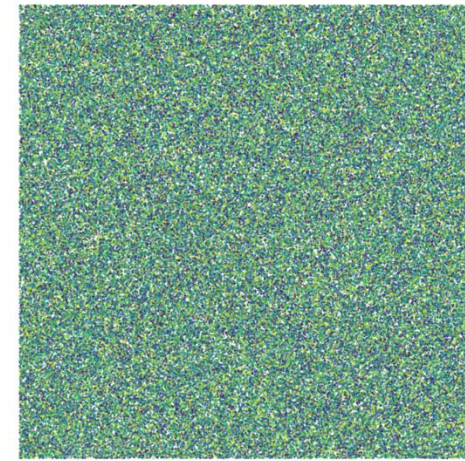
Recognized for his innovations by being awarded several patents across the world, and by winning industry awards for best new products and science & innovation.

Appeared in major media outlets ranging from QVC to NPR, as well as industry publications.

# Introducing CPG Radar

Powered by CPG Radar's proprietary: scanning, Ai processing and human QC review of CPG product and ingredient company market data

- Analyze Data on:
  - Products
  - Ingredients
  - Pricing
  - Claims
  - Product Images
  - Health/Ingredient Categories
  - Channels
  - Formats (Gummies, Capsules, etc.)



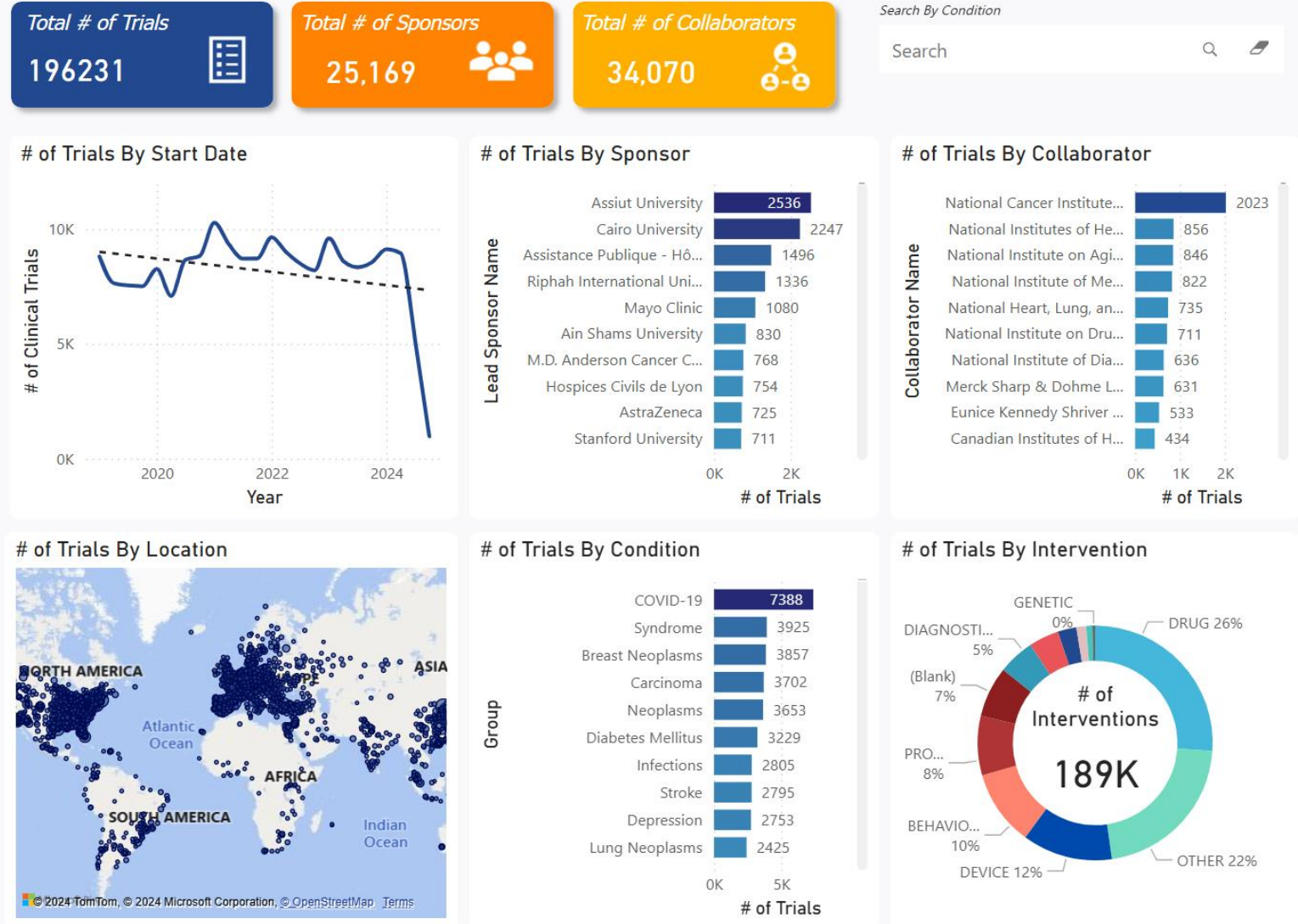
Millions of  
Data Points  
Analyzed

- Product formulation
- Ingredient analysis
- Market analysis
- Claim analysis
- Gap analysis
- Pricing analysis
- Competitor analysis
- Category analysis

Resulting in  
Accelerated:

# CT Radar Scans Clinical Trials Data For Deep Science Analysis

- 205,000+ trials
- 2019 to present
- Updates hourly
- Filter by:
  - Company
  - Collaborator
  - Conditions
  - Interventions

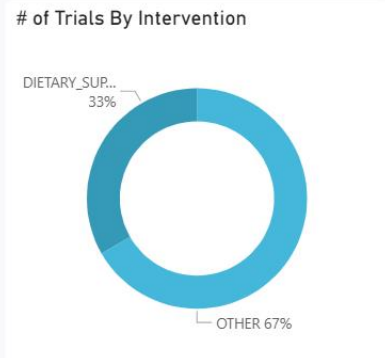
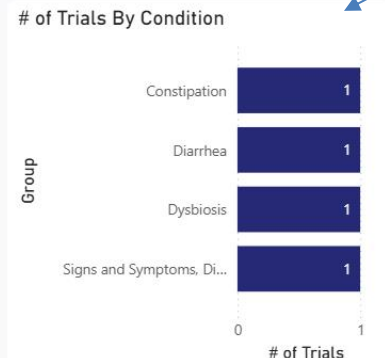
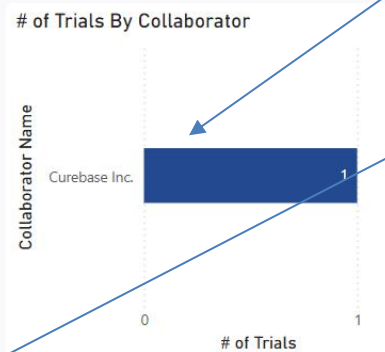
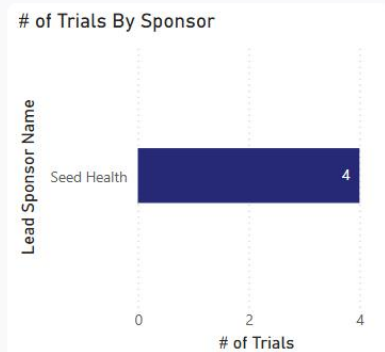
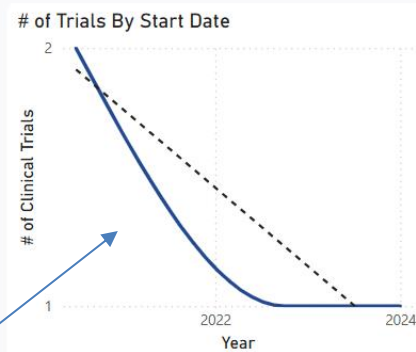


### Number of trials, sponsors and collaborators



CRO conducting study

Conditions they've studied



Company name

Collaborator name

Location

Conditions

Ingredients

Study status

Clinical trials by year

Geography of Clinical trial sites

**Filter to your desired view:**

Study Start Date: 1/1/2019 to 1/1/2100

Company name: [Slider]

Sponsors: Seed Health

Collaborators: All

Location: All

Conditions: All

Interventions: All

Study Status: All

# of Participants: 0 to 188814085

Trial details including:

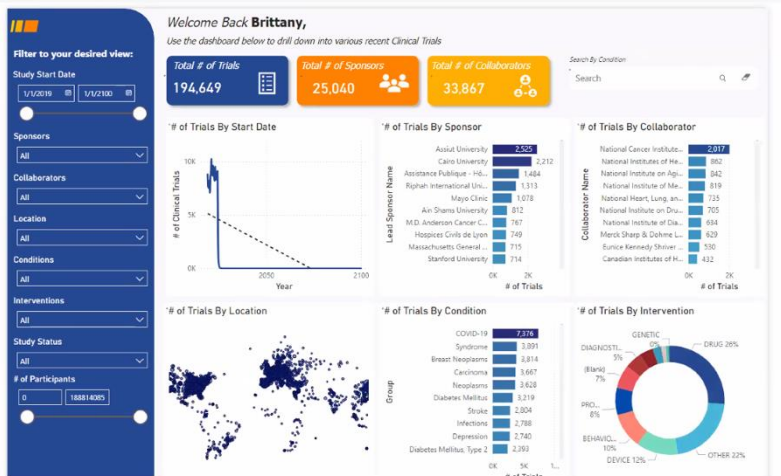
- Condition
- Purpose
- End-points
- N numbers

(Can click through to full trial data)

Study Title	Condition	Primary Purpose	Study Design	Allocation	Study Phases	Study Type
A 12-week Randomized, Double-Blind Controlled Trial to Evaluate the Tolerability and Gastrointestinal Response of a Novel, Multi-Strain Synbiotic (PDS-08™) in Children Ages 3-17	ConstipationSigns and SymptomsDigestive Signs and SymptomsInfrequent or Difficult Evacuation	TREATMENT	RANDOMIZED	NA	INTERVENTIONA	
A Randomized, Double-Blind Placebo-Controlled Trial to Assess The Overall User Experience of a Synbiotic Vaginal Suppository	Vaginal Personal Care	BASIC_SCIENCE	RANDOMIZED	NA	INTERVENTIONA	
A Randomized, Double-blind, Placebo-controlled Study to Determine the Efficacy of a Multi-strain Synbiotic (SH-DS01) to Restore Gut Barrier Integrity and Gut Microbiota Composition After Antibiotic Administration.	Antibiotic Side EffectAntibiotic-associated DiarrheaAntibiotic-induced DysbiosisAntibiotic-induced Epithelial Barrier Disintegrity	PREVENTION	RANDOMIZED	NA	INTERVENTIONA	
Randomized, Double-blind, Placebo-controlled Trial Investigating the Role of a Personal Care Product on Vaginal Health	Vaginal Personal Care	BASIC_SCIENCE	RANDOMIZED	NA	INTERVENTIONA	

# CT Radar Combines AI + Big Data + Global Clinical Trial Experience

## For Targeted Clinical Trial Design and Clinical Activity Insights

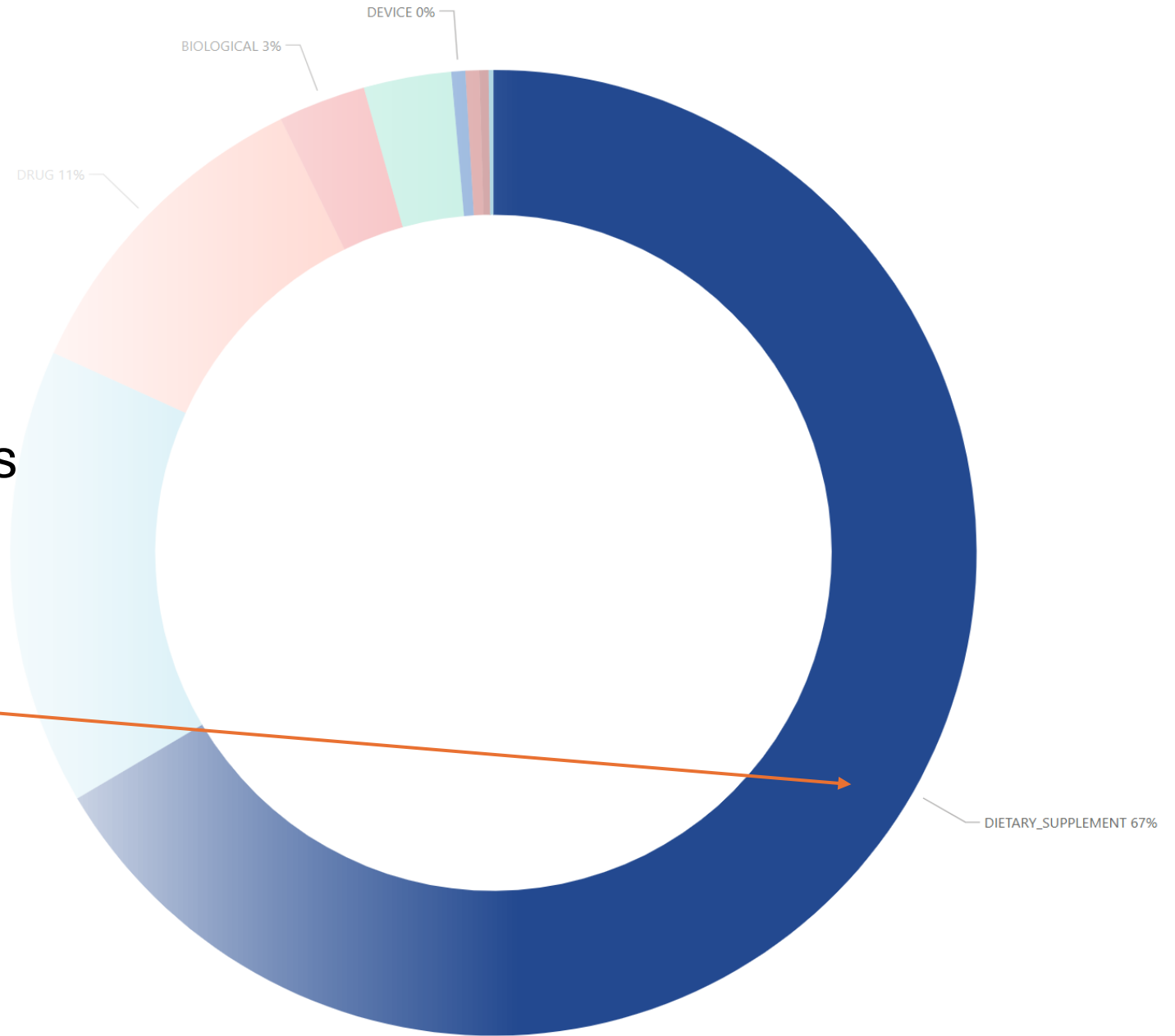


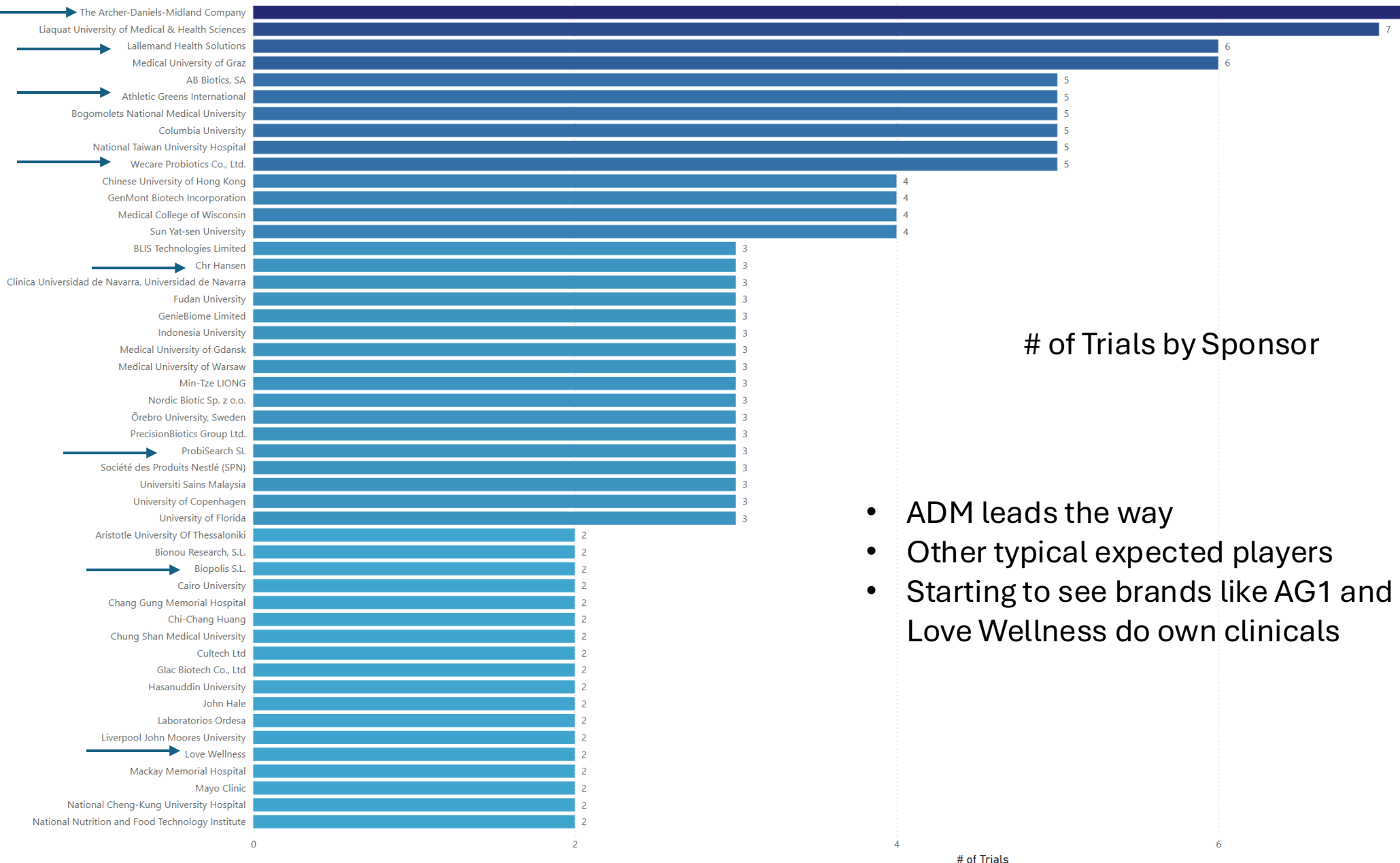
Analysis in days  
instead of weeks,  
months or years

- Innovation Trend Spotting
- Clinical trial strategy
- Science DD
- Protocol trial design
- CRO identification

# Probiotic Clinical Trials

- 2019 through yesterday
- 624 trials
- 374 different interventions
- Dietary supplements
  - 431 trials
  - 67% of trials

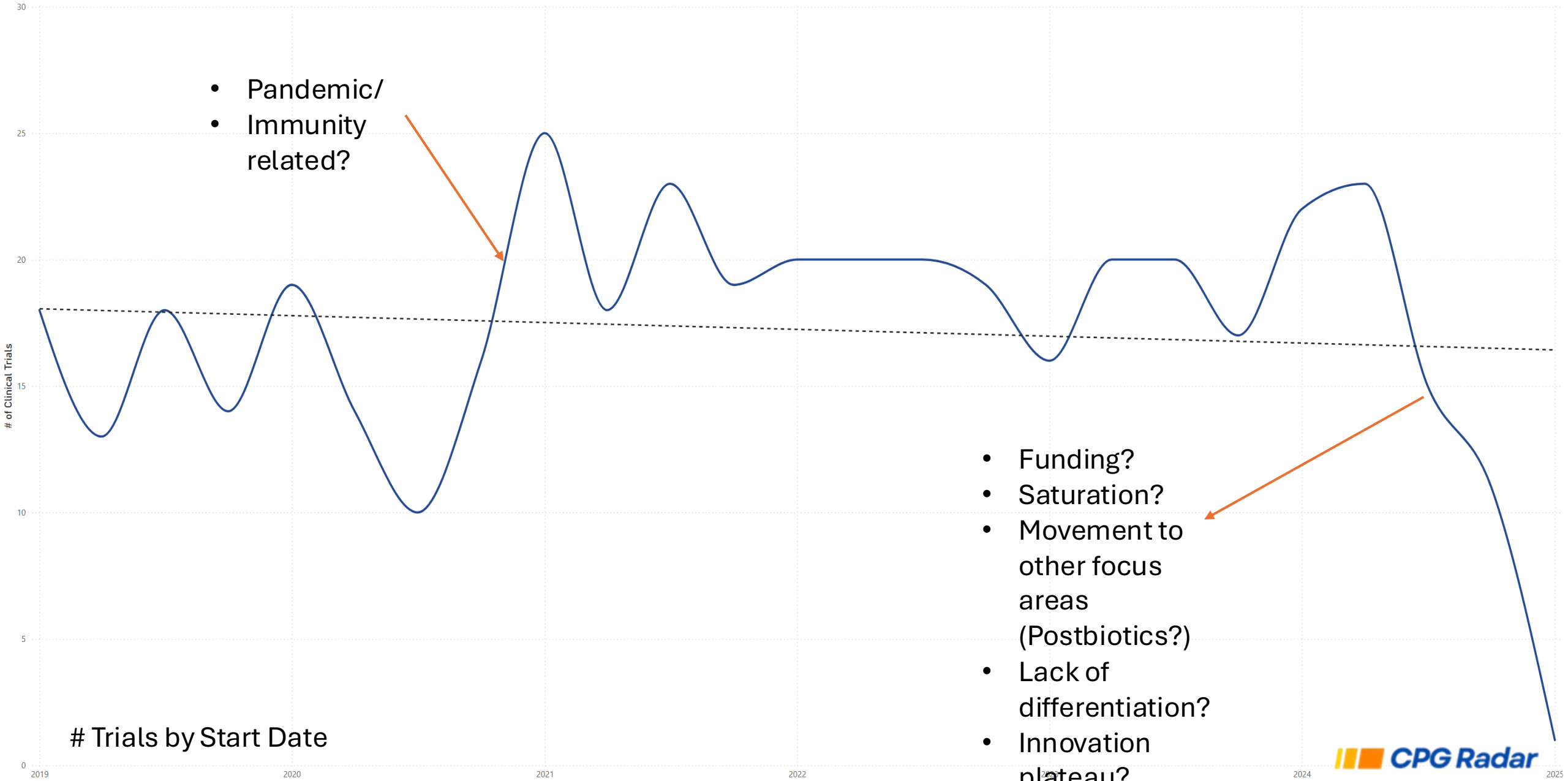




# of Trials by Sponsor

- ADM leads the way
- Other typical expected players
- Starting to see brands like AG1 and Love Wellness do own clinicals





- Pandemic/
- Immunity related?

- Funding?
- Saturation?
- Movement to other focus areas (Postbiotics?)
- Lack of differentiation?
- Innovation plateau?

# Trials by Start Date



# Top Conditions Studied

- ***Microbial Colonization*** leads as the most frequently studied condition, reflecting foundational interest in understanding microbiome dynamics.
- ***Memory Deficits, Mood Changes, Gut Health, and Aging Problems*** rank second, indicating growing attention to the gut-brain connection and probiotics' role in mental and cognitive health.
- ***Metabolic Syndrome and Obesity/Adiposity*** are major areas of focus, likely tied to the global rise in lifestyle diseases.
- ***SARS-CoV-2 (COVID-19)*** trials are significant portion of trials over last several years, reflecting efforts to explore probiotics for immune modulation during the pandemic.

# Intervention Insights

- **Combination Therapies:** Trials involving probiotics combined with prebiotics or dietary interventions make up a significant portion, highlighting interest in synergistic effects.
- **Multi-Strain Probiotics or Synbiotics:** These trials represent a notable category, reflecting the belief in the enhanced efficacy of strain combinations.
- **Single-Strain Probiotics:** While fewer in number, these trials focus on the efficacy of specific strains for targeted outcomes.

**Lactobacillus** and **Bifidobacterium** are the most frequently studied

**Saccharomyces** also appears prominently

Earlier trials (2019-2020) predominantly studied **Lactobacillus** and **Bifidobacterium**, while newer trials increasingly include diverse strains like **Saccharomyces** and **Bacillus**

# Who is being studied?

## Age Group Focus:

Trials predominantly target **children, seniors, and individuals with chronic conditions**

There is significant interest in **pediatric populations**

**Seniors** are another key group, driven by research into probiotics for longevity, cognitive decline and immune function.

## Personalization Trends:

Increasingly, trials are **focusing on specific microbiome profiles** to personalize interventions, showcasing the shift toward precision medicine.

Eligibility criteria highlight customization, with studies often **targeting participants with specific conditions** (e.g., irritable bowel syndrome, metabolic disorders) or dietary habits.

## Chronic Conditions:

There is a notable **focus on populations with chronic conditions** like metabolic syndrome, obesity, and mental health issues, indicating probiotics' expanding role beyond gut health.

## Focus: Gut Brain Axis Trials

Significant Focus: There is substantial research activity in Gut-Brain Axis as an emerging field.

Diverse Conditions: Common conditions include **mental health disorders** (e.g., anxiety, depression), **cognitive health**, and **mood regulation**, reflecting probiotics' growing relevance to neuropsychiatric health.

Most trials **focus on adults (18+)**, with **limited inclusion of pediatric** or **senior** populations. This age range reflects the prevalence of mood disorders, stress, and other gut-brain axis-related conditions in working-age individuals.

Trials often **target all genders equally**, indicating a balanced approach to participant selection. Specific trials may prioritize subgroups (e.g., women for stress or hormonal studies), though this is less common.

### Eligibility Criteria:

Common inclusion criteria specify healthy adults or individuals with mild to moderate mental health symptoms (e.g., anxiety, depression).

## Focus: Gut Brain Axis Trials

### Most Common Strains studied:

**Bifidobacterium** is the most frequently studied strain

**Bacillus** strains are also prominent, reflecting interest in their resilience and ability to modulate the gut microbiome effectively.

**Lactobacillus** remains a focus but appears less frequently compared to Bifidobacterium, which may be due to targeted exploration of its effects on mood and cognition.

## Insights on Gut-Brain Axis Trial Endpoints and Potential Marketing Claims:

### Cognitive/Brain Health:

A significant focus on endpoints related to **memory, attention**, and **overall cognitive function** hints at potential claims targeting brain health and mental clarity.

### Stress/Anxiety Reduction:

Endpoints related to **stress and anxiety**, such as **cortisol levels** or **psychometric** evaluations, suggest positioning probiotics as stress-relief or mood-enhancing products.

### Metabolic Health:

Trials linking **metabolic measures** (e.g., glucose or triglyceride levels) to gut-brain outcomes may enable claims that probiotics support holistic well-being by addressing metabolic and mental health together.

### Behavior and Mental Health:

**Behavioral endpoints**, often assessed in children or specific subgroups, may support claims tied to emotional stability or improved behavior.



## Overall Interesting Insights

### Key Trends in Microbiome Research:

- **Gut Health Focus:** Strong focus on microbial colonization, metabolic syndrome, obesity, and gut-brain axis.
- **Broader Health Applications:** Research expanding into memory, aging, and post-SARS-CoV-2 immunity.
- **Primary Goals:** Most trials target treatment, followed by foundational basic science and prevention.
- **Study Types:** Predominantly interventional trials, with growing crossover designs for within-subject efficacy.
- **Target Demographics:** Focused on adults and older adults, with increasing attention on pediatric and multi-age populations.

### Opportunities for Supplement Innovation:

- **Emerging Niches:**
  - Pediatric-focused formulations like gummies and chewables.
  - Supplements targeting cognitive health and immunity post-pandemic.
- **Broad-Spectrum Products:** Multi-age solutions addressing systemic health from gut-brain to immunity.
- **Untapped Formats:** Powders dominate, but gummies and chewables remain a high-potential market gap.

## What to Expect from Competitors:

Products **targeting gut-brain** and **gut-metabolism** interactions.

Research-backed claims on **mood** and **memory**.

A lot of research on **systemic inflammation reduction**, but hard claim to make regulatory wise.

Increased **emphasis on clinical trial-backed marketing**.

Products boasting measurable results validated by clinical science.

Continued focus on **powders** and **drinks** for gut health.

Limited innovation in **gummy** or **chewable formats**, indicating potential for differentiation.

Continued prioritization of **adult-focused products**.

Gradual increase in **child-focused offerings**, leaving an opportunity for early movers in pediatric formulations.