Total tubes portfolio comparison between Nestlé and Nutricia and US Compleat Paediatric insights



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NESTLÉ TUBE PRODUCT OVERVIEW IN EU



Isosource

For patients requiring tube feeding, designed to support weight gain and improve nutritional status with a balanced profile of protein, carbohydrates, and fats.





Peptamen

A peptide-based formula designed for patients with compromised digestive systems, offering protein peptides for easier absorption, often used for patients with gastrointestinal issues.





Compleat Paediatric

Compleat Paediatric is a paediatric tube feed containing food-derived ingredients. Nutritionally complete.



NESTLÉ PORTFOLIO OVERVIEW

	ISOSOURCE CORE RANGE with intact protein			PEPTAMEN TOLERANCE RANGE with hydrolised protein					COMPLEAT PAEDIATRIC NATURALITY RANGE with real food ingredients	
										
	Isosource Junior Smartflex	**Isosource Junior Fibre**	**Isosource Junior Energy Fibre**	**Peptamen Junior 0.6 Low Calorie**	**Peptamen Junior**	**Peptamen Junior Powder**	**Peptamen Junior Phgg**	**Peptamen Junior Advance**	**Compleat Peadiatric**	**Compleat Peadiatric**
Age	1y+	1y+	1y+	1y+	1y+	1y+	1-12y	1y+	1y+	1y+
Volume	250 ml	500 ml	500 ml	500 ml	500 ml	400 g	500 ml	500 ml	250 ml	500 ml
Energy	1.2 kcal/ml	1.0kcal/ml	1.5 kcal/ml	0.6 kcal/ml	1.0 kcal/ml	1-1.5 kcal/ml	1.2 kcal/ml	1.5 kcal/ml	1.2 kcal/ml	1.2 kcal/ml
Protein (g/100g)	2.7 g/100ml	2 g/100ml	3.75 g/100ml	2.3 g/100ml	4 g/100ml	3 g/100ml*	3.6 g/100ml	4.5 g/100ml	3.6 g	3.6 g
Fibre (g/100ml)	0	1 g/100ml	1 g/100ml	0.8 g/100ml	0 g	0 g	1.2 g/100ml	0.7 g/100ml	1 g/100ml	1 g/100ml
Other			Enriched with fish oil		With 15g hydrolyzed whey proteins, 60% MCT fat	Flavors: Neutral, Vanilla * standard concentration	Based on 100% whey protein, with 100% soluble PHGG fiber			

NUTRINI'S PORTFOLIO OVERVIEW

PATIENTS IN NEED OF TUBE FEEDING

ESPGHAN RECOMMENDS USING:

An energy density of 1 kcal/ml feed for most children when meeting full nutrient requirements.[1]

A high energy density of 1.5 kcal/ml feed for children with increased energy requirements.[1]

A low-calorie, low-fat, high-fibre, and micronutrient-replete formula for immobile children with neurological impairment.[2]

Paediatric tubes should be adapted to the specific needs of patients.[1]



1-6 yrs



7-12 yrs

0.75 kcal/ml	1 kcal/ml			1.5 kcal/ml		
With fibre for general patient needs	With fibre for general patient needs	Fibre free for low residue diets	Extensively hydrolysed protein for intolerance	With fibre for general patient needs	Fibre free for low residue diets	Extensively hydrolysed protein for intolerance
 **Nutrini Low Enerny Multi Fibre**	 **Nutrini Multi Fibre**	 **Nutrini**	 **Nutrini Peptisorb**	 **Nutrini Energy Multi Fibre**	 **Nutrini Energy**	 **Nutrini Peptisorb Energy**
	 **Nutrini / Tentrini Multi Fibre**	 **NutriniMax / Tentrini**		 **NutriniMax / Tentrini Energy Multi Fibre**	 **NutriniMax / Tentrini Energy**	

1. Braegger, C., et al., Practical approach to paediatric enteral nutrition: a comment by the ESPGHAN committee on nutrition. J Pediatr Gastroenterol Nutr, 2010. 51(1): p. 110-22.
2. Feeding Tube Awareness Foundation. Conditions that Can Require Tube Feeding in Children 2016. Feeding Tube Awareness Foundation; 2016 Available from: https://www.feedingtubeawareness.org/condition-list/

PAEDIATRIC TUBES PORTFOLIO COMPARISON BETWEEN NUTRICIA AND NESTLÉ

	CORE RANGE													SPECIALTIES						
	1-6 years									7-12 years				Tolerance					Naturality	
	200-250 ml					500 ml					500 ml				500 ml / 400 g (can)					500 ml	250 ml
	Low energy MF 0.75 kcal	1.0 kcal	1.0 kcal MF	1.5 kcal	1.5 kcal MF	Low energy MF 0.75 kcal	1.0 kcal	1.0 kcal MF	1.5 kcal	1.5 kcal MF	1.0 kcal	1.0 kcal MF	1.5 kcal	1.5 kcal MF	0.6 kcal	1.0 kcal	1.0-1.5 kcal (powder)	1.2 kcal	1.5 kcal	1.2 kcal	1.2 kcal
Nutricia																 *		 *			
Nestlé															 **	 **	 **	 **	 **		

* Nutrini Peptisorb is the only tube formula that contains extensively hydrolysed protein
** Peptamen contains partially hydrolysed protein

Based on the overview it clearly shows that Nutrini's tube portfolio is more tailored and specific, offering a wider range of solutions for different age groups.
For children with an impaired GI system, Nestlé also provides a powder that can be tailored to the patients needs. Although Peptamen comes in more variants, Peptisorb is the only range with extensively hydrolysed protein, in line with expert guidelines. In the naturality section, we currently don't have any tube products available for now.

SUMMARY AND CONCLUSION OF THE PAEDIATRIC TUBES PORTFOLIO COMPARISON

	Nutricia	Nestlé
Wide range of products	16 SKUs (Nutrini, NutriniMax and Peptisorb) ↑	10 SKUs (Isosource, Peptamen and Compleat Paediatric) ↓
Age-adapted portfolio	Yes, 1-6 and 7-12 yrs ↑	No, not age-adapted, from 1 years onwards ↓
Different serving sizes	Yes, both 200 and 500 ml for multiple usage ↑	Partially, mainly 500 ml and 2 SKUs in 250 ml specifically designed for bolus feeding Partially, mainly 500 ml and 2 SKUs in 250 ml specifically designed for bolus feeding ←
Energy content	Varying energy levels tailored to various needs, from 0.75, 1.0 and 1.5 kcal/ml tailored to diverse clinical needs and in line with global recommendations ↑	Variation across product ranges Peptamen: different energy levels tailored to various needs, from 0.6 , 1.0 1.2 and 1.5 kcal/ml in line with global recommendations Isosource: 3 SKUs, providing 1.0 & 1.5 kcal/ml energy options Compleat Paediatric: only 1 SKU with 1.2 kcal/mL ↑
Fiber content	For most SKUs, both versions with and w/o fibres are available ↑	Some product ranges only available with fibres like Compleat Paediatric ←
Tolerance	• Core range – well tolerated • Peptisorb - unique range with extensively hydrolysed protein for patients who cannot tolerate the intact protein and have GI intolerance and/or compromised digestion ↑	• Core range – well tolerated • Peptamen - partially hydrolysed protein • Compleat Paediatric – positioned with strong focus on mild tolerance/GI discomfort ↑
Naturality	No naturality tube innovation that has entered the EU market yet ↓	Naturality range Compleat Paediatric with 2 SKUs (same product in different formats) ↑
Sales numbers in EU	81 Million € (2024)	? =
Medical devices	All Nutrini tube products are compatible with our own Infinity feeding pump and given set, but also compatible with any enteral feeding system =	In general, all their tubes products can be used for any open and closed enteral feeding system. Advantage of having bolus feeding compatibility—thanks to its ENFit-compatible SimpLink® format =
Packaging	OpTri® bottle, which performs better on some aspects of usability (e.g. flip top cap, transparent bottle and big hanging eye) safety & hygiene, recyclability vs Nestlé (1) ↑	Smartflex bottle with screw cap, which has some disadvantages over the flip top cap of Nutrini(1). =

1. Omega usability research (June 2015). Tested among HCPs and patients/carers from UK/IRE, France and DE

In conclusion, Nutricia provides

- The widest and most tailored tubes portfolio of
- Age-adapted and energy-specific solutions
- Designed to meet diverse clinical needs
- With unique ingredients
- Proven to be well-tolerated
- Available in a better performing packaging
- Compatible with our own medical devices and
- Providing unique services for HCPs and patients.

As part of the full range, Nutricia has Peptisorb, the only range with exclusively hydrolysed protein for patients with impaired GI function, in line with expert guidelines.

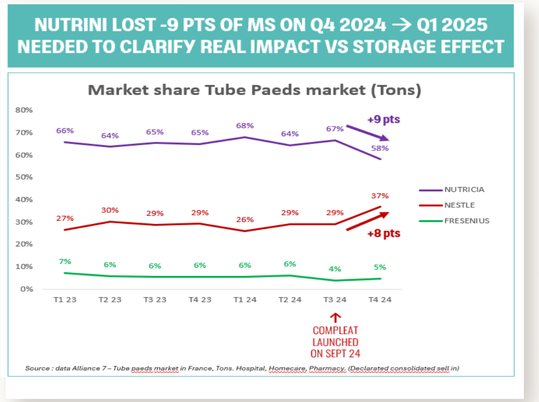
IN EU, COMPLEAT PAEDIATRIC IS THE STRONG WINNER, GAINING MS IN MANY EU MARKETS IMPACTING OUR CORE RANGE

UK: COMPLEAT PAEDIATRIC IS TOP SELLING SKU AND GROWING



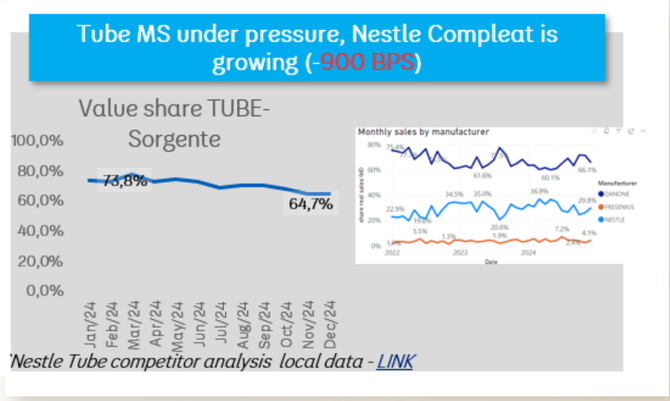
>10%
MS COMPLEAT

FRANCE: NUTRINI LOST 9%PTS SINCE LAUNCH OF COMPLEAT PAEDIATRIC



-9%
PTS IN FRANCE

NL: COMPLEAT PAEDIATRIC IS ATTACKING NUTRINI MS



-900
BPS IN NL

COMPLEAT PAEDIATRIC IS CURRENTLY PRESENT IN 14 EU MARKETS WITH THE AMBITION TO FURTHER EXPAND, SUCCESSFULLY GROWING AND PERFORMING

At capital market event (nov'24) Nestlé revealed ambition to expand Compleat Paediatric offering and availability (from 20 markets today)

Accelerating Medical Nutrition

Avg. OG 2020 – 2023 **10%**

PEPTAMEN® Compleat® Vitaflo™ Alfaré® Althéra® Alfamino®

- Disease specific focus
- Science-based innovation, education, publications
- Healthcare centric demand generation



INSIGHTS FROM THE US SHOW CONTINUOUS GROWTH…

US: Nestlé Compleat Paediatric (28% MS, challenger) outperforms market (+18%)

PERFORMANCE

PORTFOLIO SPLIT *Value share (DYA)*

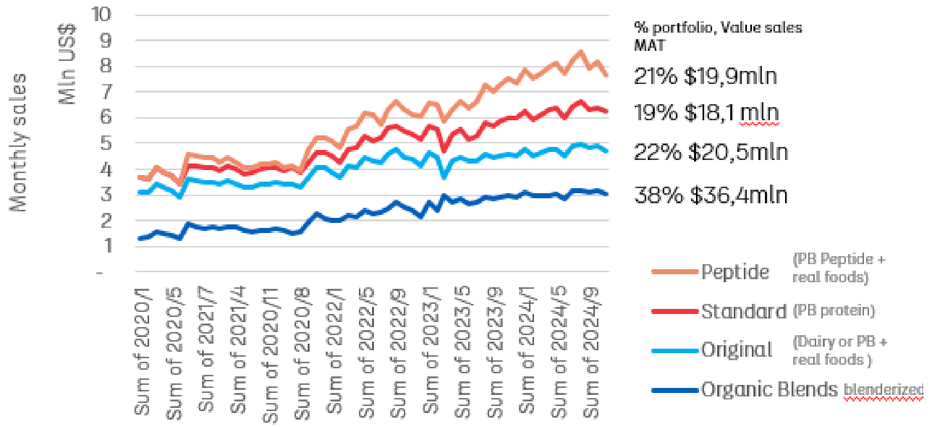
- Peads 76%, Adult 24%
- Blenderized 38% (-3), PB (Stand, pept & Original) 33% (+7%), Dairy (+real foods) 28% (-5%)

ORIGINAL BLENDS ACCOUNTS FOR BIGGEST PART OF THE PORTFOLIO (38%), THE OTHER PRODUCT FAMILIES ALL ACCOUNT FOR ~20% SALES

ALL PRODUCT FAMILIES CONTINUE TO GROW, WITH STANDARD & PEPTIDE SHOW RELATIVE STRONGEST GROWTH (36% & 38%)

MONTHLY COMBINED SALES NESTLE COMPLEAT US

(Stacked chart)



...A WIDE AVAILABLE PORTFOLIO...

In the US, Compleat Paediatric is based on 4 product ranges

PORTFOLIO









	Compleat Standard Formulas	Compleat Original Formulas	Compleat Original Formulas	Compleat Organic Blends
RANGE	• Standard 1.4 • Ped. Standard 1.0 • Ped. Standard 1.4	• Original 1.0 • Ped. Original 1.0 • Ped. Original reduced 0.6	• Peptide 1.5 • Ped. Peptide 1.5	• Organic Chicken • Ped. Organic Chicken • Organic PB • Ped. Organic PB
PRODUCT DESCRIPTION	PB	Real food incl. fruit, vegetables & chicken	Real food ingredients, incl/ fruits and vegetables	Blend of organic whole foods plus vitamins and minerals (two formats PB and Vegan)
	Vegan	No Soy/corn	No allergens	No allergens
	No Allergens	No GMO	No GMO	No GMO
	No colorants or sweeteners	No colorants or sweeteners	No colorants or sweeteners	No colorants or sweeteners

The Compleat Paediatric range in Europe is still limited, but looking at the full range, more products will be expected to hit the EU markets, accompanied with similar activation

… AND WITH DIVERSE ACTIVATIONS TO BOTH HCPs AND PARENTS

Communication with strong focus on naturality and real-life stories, targeting both HCPs and parents

ACTIVATION

COMMUNICATION CENTERED AROUND NATURALITY









A medical brand that wants to reassure on naturality beyond the circle to convey complete nutrition / harmony / perfection / nature, a use of classic naturality cues.

A CONSUMER-ORIENTED COMMUNICATION FOCUSING ON PATIENT EXPERIENCES, STORIES AND LIFESTYLE

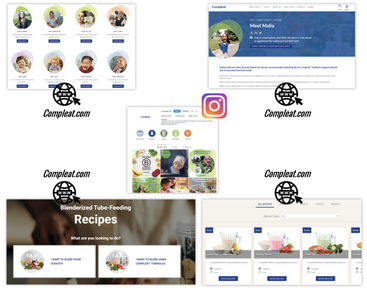
Compleat®

Nestlé Health Science

PATIENT EXPERIENCE

Creating a sense of community by sharing experiences

Proving resources to **patients for getting back their normality**



STRONG COMMUNICATION ON THE NATURALITY AND SUSTAINABILITY OF THE BLENDS RECIPES AND SOURCING

Compleat®

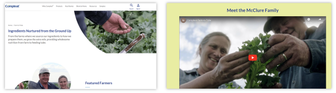
Nestlé Health Science

LEVERAGING NATURALITY

Stressing **ingredients naturality** and absence of novice ingredients



Ingredients sourcing, and sustainable farming



Demystifying recipes and **promoting normality**



A SEPARATE COMMUNICATION PORTAL FOR HCPS PROVIDING EVIDENCES AND TOOLS FOR PATIENT INTERACTION

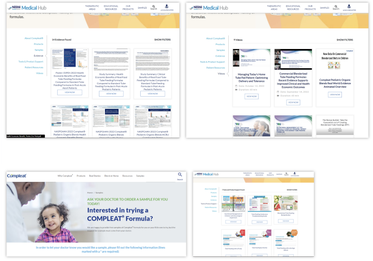
Compleat®

Nestlé Health Science

SCIENTIFIC RATIONALE AND RESOURCES

Evidence generation pipeline and Trainings resources

Tools to facilitate consultations and Rx



Although regulatory environment is different in Europe, the above shows how strongly they have built up a Compleat community, focusing both on parents and HCPs.

Based on these insights, it can be expected that similar activation will also be rolled- out and intensified in EU.

COMPLEAT PAEDIATRIC SUMMARY OVERVIEW

PRODUCT RANGE AND PRESENCE



One tube formulation
1.2 kcal
250 and 500 ml
Smartflex bottle
Age: 1+



Available in 13 EU markets & Turkiye



ONS expected to launch end of 2025

BENEFIT, TARGET GROUP AND EVIDENCE



BENEFIT

Mild tolerance/GI symptom reflief as main entry point and benefit. Linked to the addition of real food ingredients.

TARGET GROUP

All tube patients 1+ with mild GI tolerance challenges with focus on neurological patients.

Strategy – one size fits all.

EVIDENCE

Various studies showing:

- Short-term GI symptom relief.
- Improved QoL and health care costs (based on US real-world data).

Limited data on growth & long-term benefits.

OVERALL COMMUNICATION STORY

Simple & consistent messaging



Usage of naturality cues



Real and recognisable ingredients



Story on familiar food that bonds, creating sense of togetherness and normalcy linked to better QoL for the whole family



Inspiration by nature

IWholesome choice

Products developed with experts like dieticians, chefs and HCPs



Real patient stories

ACTIVATION ACROSS TARGET GROUPS





- Many HCP activities - education (conferences, events, materials, promotion and evidence sharing etc.).
- Promotion of Compleat Paediatric in blenderized diets.
- Focus on bolusfeeding, ENFit compatible SimpLink® connection for 250 ml variant.
- Compleat Paediatric has its own consumer website containing real patient stories, blogs and recipes.

For more detailed insight, please check the Compleat paediatric competitor analysis.

END