

# Table of Contents

<b>Global Overview</b>	<b>6</b>	<b>Ingredient, Flavour &amp; Labelling Trends</b>	<b>135</b>
<b>Innovation Showcase</b>	<b>10</b>	1. Berberine	136
Analgesics	11	2. Pro-vitamin A5	139
Cough, Cold & Allergy	21	3. Trehalose	141
Gastrointestinals	28	4. Chasteberry	144
Probiotics & Prebiotics	36	5. Celery	147
Vitamins, Minerals & Supplements	52	6. Amla	149
Dermatologicals	72	7. Centella asiatica	152
Sexual Health & Fertility	84	8. Spirulina	155
Lifestyle CHC	93	9. Lavender	158
Self-Diagnostics & Medical Devices	108	10. Coconut	161
<b>Delivery Format &amp; Packaging Trends</b>	<b>120</b>	<b>NPD Activity by Company</b>	<b>164</b>
1. Straws	121	Nestlé	165
2. Crystals	123	Haleon	165
3. Novel sleep aid formats	126	Kenvue	166
4. Novel food formats	129	Bayer	166
5. All-in-one kits	132	Taisho	167
		Stada	167
		P&G	168
		Sanofi	168
		Unilever	169
		Galderma	169

# Table of Contents

<b>Innovation by Region &amp; Country</b>	<b>170</b>	<b>Best-In-Class Case Studies</b>	<b>192</b>
NPD Activity by Region 2023	171	Pabron	193
Argentina	172	Nature Made	194
Australia	173	Tums	195
Brazil	174		
Canada	175	<b>Summary &amp; Future Trends</b>	<b>196</b>
China	176	Summary – Major NPD Trends	197
Colombia	177	Summary – NPD Drivers	199
France	178	Summary – Rx-to-OTC Switch Trends	200
Germany	179	Conclusion – Future Trends	201
India	180		
Indonesia	181		
Italy	182		
Japan	183		
Mexico	184		
Poland	185		
Russia	186		
South Korea	187		
Spain	188		
Switzerland	189		
UK	190		
USA	191		