

An ideal
complement
to CHC
YearBook
2023



2024



2023

Nicholas Hall's Mid-2023 CHC Review

A Year in Flux

Key Features of this Report:

- ❖ Find out the very latest global, regional and market-level trends in CHC
- ❖ Access the newest sales data, freshly published by **DB6**
- ❖ Read fresh analysis of category trends, brand activity and regulatory updates
- ❖ Get your hands on the most up-to-date short-term forecasts

Our latest report, *Nicholas Hall's Mid-2023 CHC Review*, charts the very latest CHC sales, growth drivers and forecasts in a succinct topical review.

Over 90 detail-packed pages, it probes the most important CHC market influences globally, across categories and individual markets, while casting an eye to the future.

The report features the latest **MAT Q2 2023 sales** data from our dedicated **DB6** database, including topline historical sales globally, by region, country and category, short-term forecasts to 2023-24 and long-term forecasts to 2027 & 2032.

Featuring sales for the 12-month period ending June 2023, plus y-o-y growth rates, the report includes over 60 unique sales charts. Historical growth rates 2019-22 are included to help chronicle performance fluctuations over time.

Four concise chapters cover all the key insights you need



Global Overview delves into the CHC market's performance and tracks the latest happenings in Switch, Innovation, M&A and beyond.

Charts include:

Global CHC sales mid-2022 & mid-2023¹

Global CHC sales by region mid-2023²

Global CHC sales by major category mid-2023²

Global Top 10 CHC players mid-2023²



Covering all six major categories in turn, **Category Trends** charts the factors impacting Analgesics, CCA, GlS, VMS, Derma and Lifestyle CHC, casting the spotlight on individual subcategories.

Charts include:

Global [major category] sales mid-2022 & mid-2023¹

Global [major category] sales by subcategory mid-2023²

Global leading [major category] brands mid-2023²



Core Markets assesses the most recent developments in each of the Top 12 markets (including USA, China, Germany, Brazil, Italy, India and more), appraising performances and trends category by category.

Charts include:

Global leading CHC markets mid-2023²

[Market] CHC sales mid-2021 & mid-2023¹

[Market] CHC sales by major category mid-2023²

[Market] leading marketers & brands mid-2023²



Evaluating the future of CHC, the **Outlook** chapter considers the prospects & challenges facing CHC players, alongside short- and long-term forecast sales.

Charts include:

Global short-term forecast sales by major category / by region 2023-24

Global 5 & 10 year forecast sales by major category / by region 2027 & 2032

¹ including historical growth rates 2019-22 ² including CAGR 22/18

Mid-2023 CHC Review

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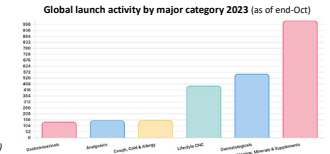
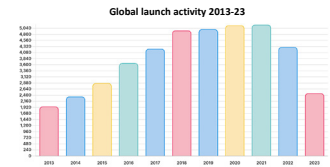
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Global Overview | Innovation & NPD

Whole CHC market sees slowdown in launch activity, while genuine innovation is still relatively scarce

- Launch activity in general slowed 2022-23, marked by a shortage of groundbreaking Rx-to-OTC switches, notably in USA; Covid-19's impact on NPD lessened sharply in 2022, with immunity supplement launches falling by over 40% vs 2021, while antiseptics & disinfectants were down over 60% vs 2021; other categories seeing a marked decline in NPD include CBD, probiotics and multivitamins
- Nicholas Hall's CHC New Products Tracker shows overall launch activity across the CHC market fell from 5,183 products in 2021 to 4,290 in 2022, a drop of 17% (following four years of launch activity seemingly on a plateau)
- 2023 so far (to end-October) has seen just 2,478 products launched; we will see more NPD activity in 2023's final two months, but it will ultimately most likely fall behind previous years for number of launches
- It is not just the volume of NPD that has fallen but also the quality, although there are some encouraging signs of improvement
- Launches ranked 3 or 4 stars[†] fell to 2.1% as a proportion of new launches in 2021, from 3.5% in both 2020 and 2019; after rallying in 2022 to 2.8%, the figure for 2023 so far stands at 3.0%
- So, while overall launch activity appears to be on a downward trend, the proportion of good quality NPD seems to be on an upward trajectory (albeit still below the levels seen in 2019-20)
- 75 products have earned a 3-star ranking or higher so far in 2023, with just 4 of these being 4-star launches (including 3 Rx-to-OTC switches)
- VMS has (as usual) accounted for the vast majority of NPD activity in 2023 so far (with 1,021 new products), followed by Derma (558) and Lifestyle CHC (454); Analgesics, CCA and GIs saw considerably less activity (just 444 launches between them)



Core Markets | France

Gastrointestinals (+4%)

- Antacids (+4%)** continued to benefit from increased demand as consumers ate out at restaurants again following the end of Covid-19 restrictions; Bayer, marketer of No.4 brand Rennie (calcium carbonate, magnesium carbonate), launched Rennax gum in September 2023, said to be the first antacid formulated exclusively with calcium carbonate
- Laxatives (+1%)** leader Movicol (Norgine; macrogol 3,350) struggled, as did nearest generic macrogol (4,000) rivals from Biogaran / Servier and Viatrix, while competition increased with the early 2022 launch of Macrogol Zentiva 4,000, the 4g presentation of which is reimbursed at 65% (rather than 30%) when prescribed
- Antispasmodics & IBS remedies (+1%)** saw minimal growth, with varied performances from phloroglucinol brands and generics (largely reimbursed at 15% on prescription); a French IBS association stated between 5-10% of the population suffers from IBS
- Antiflatulents (+1%)** saw mixed performances from brands positioned for adult bloating and gas (and good growth from Inledes's Pedakid option for paediatric colic and wind), while **liver & bile remedies (+8%)** growth was driven by No.1 brand Citrate de Bétaine (Upsa / Taisha)
- As elsewhere in Europe, **antidiarrhoeals (+12%)** and **antinauseants (+11%)** rebounded strongly following removal of Covid-19 travel restrictions



Vitamins, Minerals & Supplements (+9%)

- VMS is now the largest major category following a strong result, partly thanks to increased consumer demand for preventive options vs treatments (with the Covid-19 pandemic making wellness a priority for consumers); attractive formats (e.g. gummies) are a key focus of NPD in saturated categories, while marketers are keen to stress vegan and sugar-free credentials, as well as domestic production
- Multivitamins (+8%)** grew well as consumers sought products to boost energy and vitality, and perhaps moved towards catch-all products in the difficult economic climate, while categories that performed very strongly during the Covid-19 pandemic, such as **vitamin D (-10%)** and **zinc (-23%)**, could not maintain their momentum
- Magnesium (+14%)** has the strongest consumer focus among minerals, with semi-ethicals leading the **iron (+6%)** segment
- Single vitamins (-1%)** topline struggled, although vitamin C (+3%) and vitamin B (+4%) posted modest growth, with Cooper CH's Vitascorbiol the star performer in the former thanks to gummy & prolonged-release tablet line extensions
- Probiotics (+14%)** surged as travel, socialising and dining out resumed, leading to increased GI infections and traveller's diarrhoea; domestic players dominate and there is typically significant NPD (e.g. Dynveo's Probiol, claimed to be France's first "clean label" probiotic)



Outlook | Short-term forecast

Growth forecast to decelerate over 2023-24

- After a surge in sales as the market adapted to the post-pandemic era, topline growth is forecast to slow
- Although likely to maintain good growth, a slowdown is expected in the comparatively high rates observed in categories such as CCA and Analgesics, while others maintain consistent performances or advance
- The CCA category is now well above pre-pandemic levels, reflecting how the market is not merely putting back lost sales but seeing consumers changing their lifestyle and self-care habits, although current high growth rates are not sustainable
- Inflation remains a factor across the CHC market in many countries globally, helping to keep the short-term outlook buoyant; as consumers across world markets tighten purse strings, it becomes even more critical that CHC players offer a compelling reason to purchase
- Trend towards treatment ahead of prevention, reversing the previous orthodoxy, will likely continue as consumers prioritise products with tangible benefits
- IMF updated its forecast projections to reflect a "slightly brighter" outlook for the global economy in July 2023, noting that supply chains have returned to pre-Covid levels, economic activity in early 2023 proved resilient, and energy and food prices decreased faster than expected from peaks caused by Russia's invasion of Ukraine
- In Analgesics, systemics growth is expected to slow by 2024 (+5.7%), while topicals accelerate (+6.2%); topicals had been hindered by a poor performance in many leading markets, but growth is expected to improve particularly in USA (with potential expansion with more children's products)
- CCA growth expected to slow after a sales spike fuelled by resurgence in Covid-19 cases and high incidence of other respiratory infections

Global short-term forecast sales by category 2023-24 (M\$P, \$mn)

Category	2023	2024
Analgesics	166,827 (+5.8%)	175,750 (+5.3%)
CCA	22,469 (+6.5%)	23,778 (+5.8%)
GIs	35,622 (+8.1%)	37,467 (+5.2%)
VMS	20,351 (+6.0%)	21,573 (+6.0%)
VMS	50,915 (+4.6%)	53,402 (+5.1%)
Derma	21,219 (+4.3%)	22,145 (+4.4%)
Lifestyle CHC	16,252 (+4.9%)	17,294 (+6.4%)

Growth rates are % change on previous 12 months
NB: OMB updates short-term forecasts every quarter; forecasts shown here updated in October 2023

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