

CHC

YEARBOOK

2024

The essential CHC fact file

CHC Markets • Category Analysis • Company & Brand Profiles
Hot Topics • M&A • Switch • NPD & Innovation • & much more

CHC FACTS & FIGURES IN FOCUS

A vital resource for Consumer Health marketers, offering instant access to the key facts & figures needed to support quick and accurate decision-making, including full year-end 2023 sales data from the only dedicated worldwide CHC sales database.

Expanded coverage

CHC YearBook 2024 includes

All channels data for the total CHC market, including splits for Store, Direct and Internet & mail order sales. Selected chapters feature added detail of sales via Direct (MLM) and Internet & mail order channels, reflecting the latest information from our dedicated **DB6** database.



CHC YearBook is used by top OTC, pharma and consumer health companies, investment banks and consultants around the world.

Depending on your requirements, the report is available in various digital licences (Site or Global) or as individual print copies.

Contact melissa.lee@NicholasHall.com to place your order

With extensive knowledge and experience in benchmarking the world of consumer health, Nicholas Hall's *CHC YearBook 2024* provides a focused set of data and analysis. Find all the facts, all the figures, at your fingertips.



Global Review

Highlighting major developments and global trends, and forecasting the CHC outlook for the future



Leading Brands

The leading 250 CHC brands by sales – PLUS concise profiles of the Top 25 brands



Regional Review

8 major regions come under the spotlight, with the focus on key markets, trends and developments



Hot Topics

Analysis of the latest hot-button issues affecting consumer health



Leading Markets

Coverage of the Top 15 markets includes topline data by category, leading marketers and brands – PLUS a country-by-country review of regulations, switch environment, advertising and distribution



Rx-to-OTC Switch

Overview of the switch environment in key markets – PLUS profiles of significant Rx-to-OTC switches



Category Review

Global coverage of Analgesics, CCA, Gastrointestinals, VMS, Derma and Lifestyle CHC



New Product Development & Innovation

Overview of latest activity in delivery formats and NPD across CHC categories



Leading Companies

Profiles of the Top 20 CHC players across the world. Leading 250 CHC marketers by sales with CAGR 2019-23



Global Retailing

Comprehensive overview of the fast-changing global retailing environment



Mergers & Acquisitions

All the major M&A activity, joint-ventures and alliances since 2019 – PLUS coverage of multiples paid for acquisitions in the CHC industry



Essential Reference Tables

Information on classification of ingredients, company ownership, brands & marketers and manufacturers' associations – PLUS a CHC glossary

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