



innovation in CHC 2024

A report drawing on  **Nicholas Hall's**
CHC NEW PRODUCTS TRACKER



Thousands of innovations are launched every year in the global consumer healthcare market, but relatively few offer notable new benefits for consumers in terms of delivery format or formulation. Which new products are breaking through and offering a unique proposition? Where will new product development take the CHC market in future?

The latest title from CHC New Products Tracker takes an in-depth look at 100 key CHC innovations in 2023, and picks out some of the most prominent delivery format and ingredient trends in the consumer healthcare industry. It examines new product activity by region, country and leading marketer, and explores what the future might hold in terms of CHC innovation.

Innovation Showcase: 100 key innovations in 2023

Showcasing the best CHC innovation of the past year, including: Analgesics
Cough, Cold & Allergy • Gastrointestinals • Probiotics & Prebiotics
Vitamins, Minerals & Supplements • Hair & Beauty • Dermatologicals • Diagnostics
Lifestyle CHC • Sexual Health & Fertility

Delivery Format Trends

Highlighting 5 major delivery format trends in the CHC market, including:
Straws • Novel sleep aid formats (glasses / headphones / headsets)
Novel VMS food formats (energy bars / honey)

Ingredient Trends

Highlighting 10 major ingredient, flavour and labelling trends in the CHC market, including:
Berberine • Pro-vitamin A5 • Trehalose • Chasteberry • Celery juice

Summary & Future Trends

In 2023, NPD activity was driven by a surge in launches of aesthetic (beauty) treatments, probiotics & prebiotics and hair & beauty supplements. In the post-Covid landscape, cosmetic-focused categories have been an important driver of launch activity, along with sexual health & fertility products and sedatives & sleep aids. Looking to the future, we pinpoint various Rx-to-OTC switch candidates and innovation trends that will unlock CHC market growth over the coming years, including greater use of personalised medicine, anti-ageing supplements and prevention products more generally.



Innovation by Marketer

Reviewing innovation by the leading global CHC marketers and some of the smaller companies driving new product activity in the industry

Innovation by Region & Country

Analysing innovation trends by region (North America, Latin America, Europe and Asia-Pacific) and taking a closer look at each of the 20 countries tracked by CHC New Products Tracker

Best-in-class case studies

Case studies of top-performing innovations from previous years



About CHC New Products Tracker

The ultimate competitive intelligence tool, featuring nearly 44,500 launches and innovations, **CHC New Products Tracker** offers powerful search filters to help you visualise and explore the vast archive according to your exact specifications. Products are graded with a star rating, from 1* (essentially “me too” and generics) up to 4* (1st Rx-to-OTC switches in a category, creation of a new CHC class or other major leaps in innovation).

For a demo or more information, please contact david.redford@NicholasHall.com

Innovation Showcase – Analgesics

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Brand: Relpax Migraine
Marketer: Viatris
Owner: Viatris
Major Category: Analgesics
Subcategory: Systemic analgesics
Region: Asia-Pacific
Country: Australia
Activity: Switch
Activity Date: June 2023

Details: Indicated to relieve acute migraines and symptoms such as nausea, vomiting as well as light and sound sensitivity. Blister in outer box. NPP #524.59 (510.23)
Status: OTC (S3 pharmacist only)
Pack Size: 2
Format: Tablets - film coated
Dose: Adults 18 years + 1 tablet every 2 hours if needed
Ingredients: Per 1 tablet: Eletriptan hydrobromide 40mg

Innovation Rating: ★★★★★
Note also: 4 stars awarded as it is the first OTC eletriptan formulation available on the market, and the first recorded globally on Tracker. Remedy was down-scheduled from Rx to Schedule 3 (Pharmacist-only OTC) in small 2-count packs. The larger 4-count pack and 80mg version remain Schedule 4 (Rx). Switch approval was granted in 2020

3. Trehalose

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Natural sugar alternative trehalose records rising NPD

- A non-reducing sugar commonly found in bacteria, fungi, yeast and plants, trehalose appeared in an all-time high number of new CHC products in 2023, primarily aesthetic treatments, as well as stimulants and eye care products
- Among aesthetic treatments, the most notable development was the US launch by Amamentis of the Timeline range, including Timeline The Serum, Timeline The Day Cream and Timeline The Night Cream, claimed to be the first line of facial skincare products powered by Mytopure, which is “clinically proven to energise cells from within for healthy, youthful-looking skin”
- As for stimulants, the key development was the rollout of Celler Nutrition Endurance in Italy and Spain, in Carb and Gel versions. The product is positioned to provide controlled energy release during physical activity and exercise, and was awarded 2 stars for its proprietary Succrosomal Technology
- Turning to eye care, NPD activity in 2023 included the launch of OUE& QUESOO Trehalose Eye Drops (Drops) in South Korea, and the rollout of Theatol Duo (Thea) in Brazil, claimed to improve tear film thickness
- China was also home to multiple trehalose-based launches in 2023, including eye health supplement Longsenhuo Nutri-Rule Lutein Cube (Longsenhuo), awarded 3 stars for its formulation and innovative cube delivery format, and tonic drink Jinnialiang Electrolyte Balance Drink (Jinnialiang), a low-sugar isotonic formula using trehalose as a sweetener

Switzerland

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Systemic analgesics rise to the top of NPD activity in 2023

- In 2023, NPD activity remained below the level observed in previous years. CCA and VMS were the most active categories, while Bayer emerged as the leading innovator, introducing three new products under the Berocca brand
- Systemic analgesics attracted the highest level of NPD in 2023. A notable launch was ibuprofen / paracetamol formulation Optifen Dolo Duo (Sprig)
- Allergy remedies saw the roll-out of Bilastin Zentiva and Cetirizin Zentiva, both remedies switched from Rx to OTC, while Stada launched Bilastin Spiring HC, one of the first OTC bilastine allergy remedies available in Switzerland
- In sore throat, Bayer extended the Pretuvál brand with sore throat lozenges formulated with triple-action ingredient benzzydamine. Stada and Grether's focused on relaunching existing brands, Mebucaïne and Grether's
- NPD in vitamin B focused on a healthy nervous system, with Woerwag introducing B12 Anikemann and Woerwag Milgamma 300mg Filmtabletten
- As for antacids, notable launch activity included Bum-X (Asapharm), the first OTC isomegastrol medicine to be made available on the Swiss market
- Other highly innovative introductions included Kaliumiodid Asapharm, the first OTC thyroid blocker pills (formulated with potassium iodide), and Ullanese (Sprig / Stada), the first OTC ulipristal emergency contraceptive
- A notable women's health launch was the Gynoflorelle range from Medinova

Switzerland: Top 5 CHC subcategories by NPD activity in 2023

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