

Innovation in CHC 2023: NPD & Launch

Amably 24hrs

Simbios

Myrkl

Mylanta One EcoCare Bottle

Ira-Kuna

Festal Superzyme

Activity under the Spotlight

(199 Pages)

Definitions & methodology

Global Overview (3 pages)

Introduction

Chart: Global NPD activity: Split by innovation rating 2022

Major Category Topline Trends

Chart: Global NPD activity: Split by major category 2022

Regional & Country Topline Trends

Chart: Global NPD activity: Split by country 2022

Chart: Global NPD activity: Split by region 2022

Innovation Showcase (100 pages)

Analgesics (10 pages)

Endorex

Ammeltz Yanagi Thin Toshi Ointment

Exocool

Paraveganio

Aspercreme Flexi-Motion Patch

Counterpain PXM

MomMed Fever Patch for Babies

Novema Night

Reliviate Aches & Joint Pain Relief 0.5% w/w Gel

Dezamigren

Cough, Cold & Allergy (14 pages)

Bilastyna Hitaza

Ozen

Allevia 120mg

Vicks Pyrena Grip-7

FabiSpray

ByeBye Fever Heat Removal Pillow

Allegra Hives

Nasonex 24HR Allergy

Man Yan Shu Ning Oral Ampoule Spray

Telfast Fexofenadine HCl 60mg

Astepro Allergy

Allertine

Sudafed Blocked Nose Spray

Abrilia

Gastrointestinals (9 pages)

Silimalon

Condition Stick
Amably 24hrs
Simbios
Myrkl
Mylanta One EcoCare Bottle
Ira-Kuna
Festal Superzyme
Ludangshen Oral Liquid

Probiotics & Prebiotics (10 pages)

BioGaia Interlac + Vit D3
Seed PDS-08 Pediatric Daily Synbiotic
Utsukushhii Gold
Swisse Matura+ 2'-FL = Zinc Gut Repair
MedibiotiX Meta Balance
Dr. Formulated Pre + Pro + Postbiotics
Gastro-AD Soy Protein Probiotics Solid Beverage
Providence Secret Lactobacillus
Daily Joyful Agijoy
Xebevira-AB21 Vitamina D Sticks

Vitamins, Minerals & Supplements (16 pages)

Bioniq GO
Memory Jelly
Tru Niagen Immune
Blueshift Nutrition
Laurik Hair Care Shots for Women & Men
Nervixen
Plix Functionals
Equazen Pro ADHD Support Jelly Chews
Benfobel S
Minayo Daily Nutrition Package for Women
BrainMD Vegan Omega-3 Power
Gynoveda Ayurvedic
Stripes The Inside Addition
Nature's Bay DHA
Excedrin Head Care
May Always Prime Joint Health Tabetri

Dermatologicals (13 pages)

Dermabidiol CB Crema Reparadora
Siluete
Alastin Skincare ReFORM & RePAIR Complex
FeniNatural
Boots Dual Action Thrush & BV
Nivea Men Feuchtigkeitspflege Climate Care
Gino-Canesten Balance
Smart Care Patch
Crafine Trolamina
Evolved By Nature Barrier Redux Emulsion
Oceanly
Dettol Multi-Use Antiseptic Skin Cream
ERHA Perfect Shield Urban Skin Defense

Sexual Health & Fertility (8 pages)

TwoPlus Fertility Applicator
Benostan Nature's Treatment

WeNatal
Tadalafil Maxigra 36h
KadeZyklus
Gina
Tadalafil MaxOn
Sunhana

Lifestyle CHC (13 pages)

Extract Labs Immune Support CBGa CBDa Tincture
Phenazalgin
Lastacaft
Zaspray
Nikix Cannabidiol CBD
TheraFace Pro
Divitz Capsules
Femannose P ProDuo
Lumify
Stone Shopper + Immune Support Elderberry Gummies
Realfood Cleanse Jelly Appletox
Allergan Refresh Tears
Yuhan Limited Balance Blood Sugar & Blood Circulation

Self-Diagnostics & Medical Devices (8 pages)

Aerion Shield
KardiaMobile Card
NutriGenMe
Thorne Gut Health Test with Microbiome Wipe
Echeck Menopause Test
Viome Full Body Intelligence
Dexcom G7
Daye Microbiome Screening

Delivery Format & Packaging Trends (14 pages)

Sustainable Packaging & formats (3 pages)

Overview
Salonpas
Urgo Bambou

Child-friendly formats (3 pages)

Overview
Hamsoa Immune Lactobacillus Tok Tok Up
Pharmachups

Jellies (3 pages)

Overview
Swisse Ultiboost Bella Jelly
N by Nutrilite D-Fence

Soap bars (2 pages)

Overview
Queen V V Bar

Novel analgesic formats (3 pages)

Overview
Midol Heat Vibes

Clásico Atomo Desinflamante Monodosis

Ingredient & Flavour Trends (25 pages)

Honey & propolis (3 pages)

Overview

Honikan

NanoCraft CBD Honey Sticks

Fenugreek (3 pages)

Overview

MinStrips Perform Better

Dr PNT Tesmagen

Goji (3 pages)

Overview

Oriherb Zengjian Oral Liquid

Lemme Chill De-Stress Gummies

Tribulus (2 pages)

Overview

Drien Gagnon Stimul Libido

Angelica (3 pages)

Overview

Nari-Pitan Toki Shaku-Yaku-San

Hänseler Angelica

Prebiotics (3 pages)

Overview

Simbios Fibraturba

FibreWater io

PEA / um-PEA (2 pages)

Overview

Metagenics Bio Absorb PEA Advanced

"Greens" and "super greens" (2 pages)

Overview

Thorne Daily Greens Plus

Hyaluronic acid (2 pages)

Overview

Elemis Pro-Collagen Skin Future

Yuzu (2 pages)

Overview

Phenology Morning & Evening Gummies

NPD Activity by Company (6 pages)

P&G / Haleon

Taisho / Bayer

Health & Happiness / Nestlé

Reckitt / Galderma

Sanofi / Beiersdorf

NPD Activity by Region & Country (22 pages)

NPD Activity by Region 2022 Overview

Argentina

Chart: Top 5 CHC subcategories by NPD activity in 2022

Australia

Chart: Top 5 CHC subcategories by NPD activity in 2022

Brazil

Chart: Top 5 CHC subcategories by NPD activity in 2022

Canada

Chart: Top 5 CHC subcategories by NPD activity in 2022

China

Chart: Top 5 CHC subcategories by NPD activity in 2022

Colombia

Chart: Top 5 CHC subcategories by NPD activity in 2022

France

Chart: Top 5 CHC subcategories by NPD activity in 2022

Germany

Chart: Top 5 CHC subcategories by NPD activity in 2022

India

Chart: Top 5 CHC subcategories by NPD activity in 2022

Indonesia

Chart: Top 5 CHC subcategories by NPD activity in 2022

Italy

Chart: Top 5 CHC subcategories by NPD activity in 2022

Japan

Chart: Top 5 CHC subcategories by NPD activity in 2022

Mexico

Chart: Top 5 CHC subcategories by NPD activity in 2022

Poland

Chart: Top 5 CHC subcategories by NPD activity in 2022

Russia

Chart: Top 5 CHC subcategories by NPD activity in 2022

South Korea

Chart: Top 5 CHC subcategories by NPD activity in 2022

Spain

Chart: Top 5 CHC subcategories by NPD activity in 2022

Switzerland

Chart: Top 5 CHC subcategories by NPD activity in 2022

UK

Chart: Top 5 CHC subcategories by NPD activity in 2022

USA

Chart: Top 5 CHC subcategories by NPD activity in 2022

Best-In-Class Brand Case Studies (3 pages)

Lipovitan

Garden of Life

Fancl

Summary & Future Trends (5 pages)

Summary – Major NPD Trends

Summary – NPD Drivers
Future Trends – Rx-to-OTC Switch
Conclusion – Future Opportunities