

CHC  
YEARBOOK  
20  
23

The essential guide in today's  
challenging markets

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 2022 sales data from the only dedicated worldwide CHC sales database.

## Expanded coverage

*CHC YearBook 2023* 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](mailto: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 2023* provides a focused set of data and analysis. Find all the facts, all the figures, at your fingertips.

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### 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 2018-22



### Global Retailing

Comprehensive overview of the fast-changing global retailing environment – PLUS major retailer profiles



### Mergers & Acquisitions

All the major M&A activity, joint-ventures and alliances since 2018 – 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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