



KEEPING A CLOSE EYE ON YOUR COMPETITION

For a general discussion about how our team can support your specific business needs, or to find out more about our services, contact:

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🌐 www.NicholasHall.com/cima

Market Analysis with CIMA

Our customised reports are tailored specifically to your requirements and brief. We use our extensive market knowledge and the latest industry updates to provide analysis that is both current and insightful.

Whether you are interested in the probiotics landscape in the US, the regulatory situation in the EU or a global view of the latest trends in naturals, we can provide broad analysis and work with you to spot emerging opportunities and potential for future growth.

A unique focus on Competitive Intelligence

Competitive Intelligence is vital to better understand competitors' strengths and weaknesses. The team monitors competitive portfolios, new product development, advertising strategies, while keeping a close watch on emerging trends – all in an effort to assist in the identification of future opportunities and ultimately enhance your own strategic decision-making.

Over 40 Years of Experience

Our capabilities, drawing on 40+ years of experience in the consumer healthcare industry, allow us to make robust conclusions and provide a comprehensive view of the competitive landscape and its implications for you. This enables us to provide your in-house teams with broad and objective insight across the consumer healthcare industry.

Market Analysis Includes:

- Market landscaping
- Key market trends
- Up-to-date data
- Government policies & regulations
- Distribution trends
- Recent product development
- Price analysis
- Market strategies
- Case studies (success & failure factors)
- Market forecasts & growth opportunities

Bespoke Company or Brand Case Studies Focusing on:

- Benchmarking
- Geographical reach
- Advertising & promotion
- Strategic direction
- Innovation & NPD
- SWOT

Customised Industry Bulletins

- Bespoke reports
- Key news from select categories / companies / geographies
- Trend analysis
- Implications for your company
- Monthly or quarterly
- Sent directly to inbox

(available as a standalone product)

...opportunities to increase sales
...sales and achieve the advantage
...marketing that has to go with the
...will be based on how you gain

Product B - North America
Product A - Australia
Product A - Europe
Product A - Asia

45,536	1,100
123	180
146	154
146	154
1,000	1,175

15,283	11,827
47,526	137,812

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47,526	137,812

Benefits of CIMA Services



Actionable

Intelligence from our reports can be used to identify future opportunities & help you make informed business decisions



Tailored

A bespoke approach is agreed from day one so that our team can focus their research on the most relevant categories, geographies and marketers



Data-driven

Analysis supported by robust, reliable data from Nicholas Hall's unique OTC sales database, **DB6**



Real-time

Latest news and consumer & industry trends drawn from continuous monitoring of the market



Objective

Intelligence gathering & analysis without bias, providing an accurate view of the competitive landscape and helping clients to reach informed strategic decisions



All-round approach

Information sourced from up-to-date research, extensive in-house resources & local Network Partners™



About us

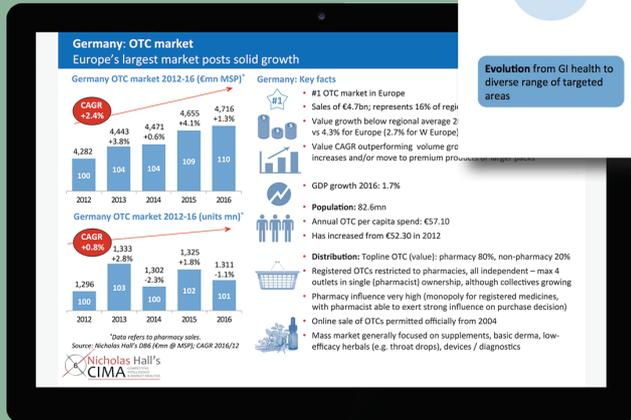
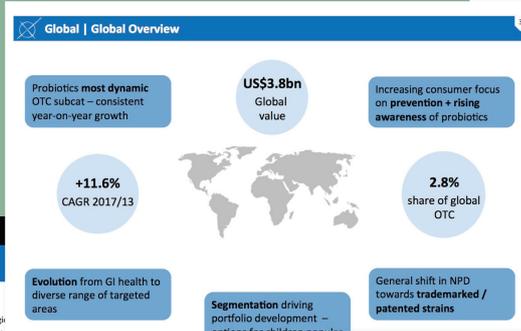
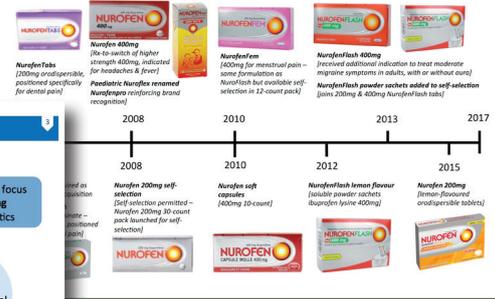
Founded in 1978, Nicholas Hall Group of Companies is an international specialist in OTC consumer healthcare and associated industries. No other company has such a wide network of contacts or is able to provide data and analysis, competitive intelligence and strategic advice on a truly global basis. This makes our products and services essential tools and resources for local, regional and multinational companies.



Project Samples



Nurofen: France Key Milestones



If you wish to discuss more about how we can help you, please get in touch with Nina.

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