

Coronavirus 2020

and its potential impact on CHC

2nd EDITION

A hot topic review from



Report content

- **CHC Market Impact**

- Trends**

- Sales peak in Q1
- Changing Consumer Behaviour
- Online price rises
- Online sales growth

- **Response of key CHC players**

- Performance in Q1
- Exceptional demand
- Outlook remains uncertain?

- **CHC Market Benchmarks**

- How market fared in previous crisis's
- SARS 2003, Swine flu 2009

- **CHC Market Projections**

- Best, worse and most likely scenarios

- **CHC Category Impact:**

- Antiseptics & disinfectants
- Cough, cold & allergy
- Analgesics
- Vitamins, minerals & supplements
- Sleep aids
- OTC Antivirals
- Face masks

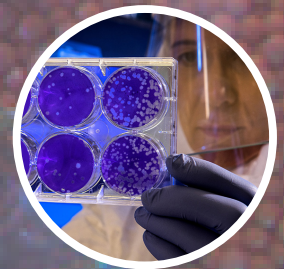
- **Relaxation of Regulations**

- **Distribution / changing buying patterns**

- **Marketing**

- Industry response
- Brand A+P response

- **Appendices**



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