

Coronavirus 2020

and its potential impact on CHC

A hot topic review from  Nicholas Hall's
CIMA COMPETITIVE INTELLIGENCE & MARKET ANALYSIS

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 - Coronaviruses
 - Covid-19
 - Containment vs Mitigation
 - Rx Response
 - 2003 SARS Epidemic
 - 2009 Swine Flu Pandemic
- CHC Market Impact
- CHC Category Impact & Brand Response
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 - Analgesics
 - Cough & Cold
 - Immune supplements / Vitamin C
 - TCM
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 - Face masks
 - Rx-to-OTC Switch
- Effect of news reports & social media
- Distribution
 - Impact on Consumer Buying Patterns
 - Supply Chain Disruptions
- Summary



To order your copy of our **Coronavirus 2020 Review* please contact Melissa.Lee@NicholasHall.com

An update on how the virus plays out will be available to buyers in 6 months.

 Nicholas Hall's
CHC REPORTS

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