

# Covid-19 | Contents

- **Overview** 6
  - Coronaviruses 6
  - Covid-19 7
  - Containment vs Mitigation 9
  - Rx Response 10
  - 2003 SARS Epidemic 13
  - 2009 Swine Flu Pandemic 15
- **CHC Market Impact** 18
- **CHC Category Impact & Brand Response** 20
  - Antiseptics & Disinfectants 20
  - Analgesics 25
  - Cough & Cold 26
  - Immune Supplements & Vitamin C 27
  - TCM 31
  - OTC Antivirals 33
  - Face Masks 35
  - Rx-to-OTC Switch 36
- **Effect of news reports & social media** 37
- **Distribution** 38
  - Impact on Consumer Buying Patterns 38
  - Supply Chain Disruptions 39
- **Economic Impact** 42
- **Summary** 43