

# Table of contents

<b>Global Overview</b>	<b>8</b>	<b>Ingredient &amp; Flavour Trends</b>	<b>137</b>
<b>Innovation Showcase</b>	<b>12</b>	1. Magnesium	138
Analgesics	13	2. PQQ	141
Cough, Cold & Allergy	24	3. Nicotinamide	144
Gastrointestinals	35	4. Safed Musli	147
Probiotics & Prebiotics	45	5. GABA	150
Vitamins, Minerals & Supplements	61	6. GLP-1 Support & Stimulators	153
Dermatologicals	87	7. Plant-based Melatonin	156
Lifestyle CHC	100	8. Ceramides	159
Self-Diagnostics	115	9. Vitamin K2	162
		10. Indulgent & Café-style Flavours	165
<b>Delivery Format &amp; Packaging Trends</b>	<b>121</b>	<b>NPD Activity by Company</b>	<b>168</b>
1. Collagen Shots	122	Haleon	169
2. Multi-step Regimens	125	Kenvue	170
3. Mini Capsules & Tablets	128	Bayer	171
4. Pre & Probiotic Drinks	131	Opella	172
5. Supplement Patches	134	P&G	173
		Reckitt	174
		H&H, L'Oréal, Nestlé, Unilever	175
		By-Health, Rohto, Beiersdorf, Stada	176

# Table of contents

<b>NPD Activity by Region &amp; Country</b>	<b>177</b>	<b>Argentina</b>	<b>200</b>
Asia-Pacific	178	<b>Brazil</b>	<b>201</b>
Australia	179	<b>Colombia</b>	<b>202</b>
China	180	<b>Mexico</b>	<b>203</b>
India	181		
Indonesia	182	<b>Past Innovation Tracker</b>	<b>204</b>
Japan	183	Nervive Nerve Relief	205
Malaysia	184	Enandol 25mg	206
South Korea	185	Naselin Anti-Viral Nasal Spray	207
Thailand	186	LoranoPro Lösung	208
Europe	187	Famotydyna Ranigast	209
France	188	Rinderon Vs	210
Germany	189	EvaCare Gyno	211
Italy	190	AquaDetrim	212
Poland	191	Melotin MR	213
Russia	192	Circadin	214
Spain	193	Oyono Nacht	215
Switzerland	194	Cystex Ultra Protection	216
UK	195		
North America	196	<b>Summary &amp; Future Trends</b>	<b>217</b>
Canada	197	Summary – Major NPD Trends	218
USA	198	Summary – Rx-to-OTC Switch Trends	220
Latin America	199	Future Trends	221