

Innovation in CHC 2021

NPD & Launch Activity under the Spotlight

A report drawing on  **Nicholas Hall's**
CHC NEW PRODUCTS TRACKER

Thousands of innovations are launched every year in the global consumer healthcare market, but relatively few offer notable new benefits for consumers in terms of delivery format or formulation. Which new products are breaking through and offering a unique proposition? Where will new product development take the CHC market in future?

The latest title from *CHC New Products Tracker* takes an in-depth look at 100 key CHC innovations in 2020, and picks out some of the most prominent delivery format and ingredient trends in the consumer healthcare industry. It examines new product activity by region, country and leading marketer, and explores what the future might hold in terms of CHC innovation.



Global Overview

Assessing the global picture in terms of consumer healthcare innovation in 2020, including the key trends that defined the year in NPD

Innovation Showcase – 100 key innovations in 2020

Showcasing the best CHC innovation of the past year, including:

Analgesics • Cough, Cold & Allergy • Immunity • Gastrointestinals • Probiotics & Prebiotics • Vitamins, Minerals & Supplements • Dermatologicals • Self-Diagnostics • Lifestyle CHC • Cannabis / CBD

Delivery Format Trends

Highlighting 10 major delivery format trends in the CHC market, including: Masks • Hand & Nasal Sanitisers • Chews • Drink Mixes

Ingredient Trends

Highlighting 10 major ingredient and labelling trends in the CHC market, including: Elderberry • Chyawanprash • Mushrooms • Passiflora • Hesperidin

Innovation by Marketer

Reviewing innovation by the leading global CHC marketers and some of the smaller companies driving new product activity in the industry

Innovation by Region & Country

Analysing innovation trends by region (North America, Latin America, Europe and Asia-Pacific) and taking a closer look at each of the 20 countries tracked by *CHC New Products Tracker*

Best-in-class case studies

Case studies of top-performing innovations from previous years

Summary & Future Trends

Setting out what the future might hold for consumer healthcare innovation and where to look for new opportunities. How has Covid-19 shaped new product activity in 2020 and which changes brought about by the pandemic will be long-lasting? Is the surge in immunity innovation here to stay, and how will consumer trends such as increasing stress, insomnia and digital consumption affect NPD activity? Is the CHC market set for greater use of self-diagnostics and personalised medicine and probiotics?



About CHC New Products Tracker

The ultimate competitive intelligence tool, featuring close to 30,000 launches and innovations, *CHC New Products Tracker* offers powerful search filters to help you visualise and explore the vast archive according to your exact specifications.

Products are graded with a star rating, from 1* (essentially "me too" and generics) up to 4* (1st Rx-to-OTC switches in a category, creation of a new CHC class or other major leaps in innovation).

For a demo or more information, please contact waisan.lee@NicholasHall.com

To order your copy of our **Innovation in CHC Report** please contact Melissa.Lee@NicholasHall.com

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