

# Innovation in CHC 2023

NPD & Launch Activity under the Spotlight

*A report drawing on*



**Nicholas Hall's**  
CHC NEW PRODUCTS TRACKER



**Nicholas Hall's**  
CHC REPORTS

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 2022, 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.



## **Innovation Showcase – 100 key innovations in 2022**

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

Analgesics • Cough, Cold & Allergy • Gastrointestinals • Probiotics & Prebiotics  
Vitamins, Minerals & Supplements • Hair & Beauty • Dermatologicals • Diagnostics  
Lifestyle CHC • Sexual Health & Fertility

## **Delivery Format Trends**

Highlighting 5 major delivery format trends in the CHC market, including:

Solid shampoo bars • Sustainable packaging • Jellies • Child-friendly formats

## **Ingredient Trends**

Highlighting 10 major ingredient and labelling trends in the CHC market, including:

Prebiotics • Fenugreek • Tribulus • Angelica sinensis • Honey

## **Summary & Future Trends**

Setting out what the future might hold for consumer healthcare innovation and where to look for new opportunities. Is Covid-19 still having an impact on new product activity and how long-lasting will the immunity trend be? What explains the continued drop-off in terms of volume of NPD activity and percentage of high-quality innovation in 2022? Will innovations trends like greater use of wearables, digital health and personalised medicine unlock CHC market growth in future?

## 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 2022 and which changes brought about by the pandemic will be long-lasting? What explains the apparent drop-off in terms of the volume of NPD activity and the percentage of high-quality innovation in 2022? Is the CHC market set for greater use of self-diagnostics and personalised medicine and probiotics?

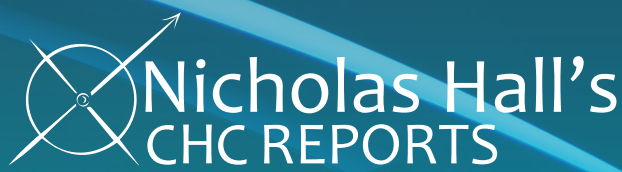


### About CHC New Products Tracker

The ultimate competitive intelligence tool, featuring nearly 40,000 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 [david.redford@NicholasHall.com](mailto:david.redford@NicholasHall.com)

To order your copy of our **Innovation in CHC Report** please contact [melissa.lee@NicholasHall.com](mailto:melissa.lee@NicholasHall.com)



### Publishing end March 2022

	Pre-publication discount	List price
Global licence:	GB£7,650	GB£9,000
Site licence:	GB£5,750	GB£6,750
(Pre-publication discount until 31 March 2023)		