



innovation in CHC 2024

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 2023, 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 2023

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:
Straws • Novel sleep aid formats (glasses / headphones / headsets)
Novel VMS food formats (energy bars / honey)

Ingredient Trends

Highlighting 10 major ingredient, flavour and labelling trends in the CHC market, including:
Berberine • Pro-vitamin A5 • Trehalose • Chasteberry • Celery juice

Summary & Future Trends

In 2023, NPD activity was driven by a surge in launches of aesthetic (beauty) treatments, probiotics & prebiotics and hair & beauty supplements. In the post-Covid landscape, cosmetic-focused categories have been an important driver of launch activity, along with sexual health & fertility products and sedatives & sleep aids. Looking to the future, we pinpoint various Rx-to-OTC switch candidates and innovation trends that will unlock CHC market growth over the coming years, including greater use of personalised medicine, anti-ageing supplements and prevention products more generally.



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



About CHC New Products Tracker

The ultimate competitive intelligence tool, featuring nearly 43,000 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

To pre-order your copy of our Innovation in CHC Report
please contact melissa.lee@NicholasHall.com



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