

Innovation in CHC 2026

A report drawing on



Nicholas Hall's
CHC NEW PRODUCTS TRACKER



Revised and improved for 2026, Nicholas Hall’s annual Innovation in CHC report will still feature its unique showcase of 100 key innovations from the past year, as well as the latest ingredients and delivery format trends in the consumer healthcare industry, while also adding new features such as a retrospective on the sales performance of past 3 and 4-star innovations and a new “innovation index”.

We will also be offering a more in-depth analysis of new product activity by region, country and leading marketer, and exploring what the future might hold in terms of CHC innovation at a category level.

Innovation Showcase: 100 key innovations in 2025

Showcasing the best CHC innovation of the past year, including:
Analgesics Cough, Cold & Allergy • Gastrointestinals
Prebiotics, Probiotics & Postbiotics • 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:
Stress & Sleep Patches • Collagen Shots • Multi-Step Regimens

Ingredient Trends

Highlighting 10 major ingredient, flavour and labelling trends in the CHC market, including: Magnesium • NAD+ • PQQ • Safed Musli

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), while also taking a closer look at each of the 22 countries tracked by CHC New Products Tracker, including our new 2026 addition of Malaysia

Summary, Retrospective & Future Trends

Summarising the major global new product trends in 2025, the report also rounds up the latest Rx-to-OTC switch activity and most recent advances in consumer health technology. Again, we will also be offering a retrospective on the sales performance of prior 3 and 4-star innovations, while also looking to the future with new product trend forecasts integrated into the category sections of the innovation showcase.

PLUS! A Deeper dive into innovation by subcategory



About CHC New Products Tracker

The ultimate competitive intelligence tool, featuring over 50,000 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 order your copy of our
Innovation in CHC Report please contact
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