

# **Innovation in CHC 2021: NPD & Launch Activity under the Spotlight**

**(232 Pages)**

Definitions & methodology

## **Global Overview** (4 pages)

Introduction

*Chart: Global NPD activity: Split by innovation rating 2020*

Category Topline Trends

*Chart: Global NPD activity: Split by major category 2020*

Regional & Country Topline Trends

*Chart: Global NPD activity: Split by region 2020*

## **Innovation Showcase** (121 pages)

### **Analgesics (12 pages)**

Col DaeWon Zero

Gerber Soothe `n` Chew teething Sticks

Actessens

Tei-Lac

Sedes

Voltaren Arthritis Pain

Tru+

Advil Dual Action

Yuetai Teiqi Pian

Atomo Desinflamante Forte

Combolieve

### **Cough, Cold & Allergy** (15 pages)

Nasometin Control

AllerLife

Momate Rhino Advance Nasal Spray

Quixx Nasal Protection

Emser Inhalator Compact

Desloraderm

BreatheWELL Nasal Filter

Zarbee's Sinus & Respiratory Support

Phitoss

Afrin No Drip Night

Fend

Contac Cold Remedy Triple Shot

Biovanta Double Action

Talion AR

### **Gastrointestinals** (7 pages)

Alka-Seltzer Heartburn Relief Gum

Laxoya

Fr!ska

Kracie Oral Rehydration Solution

Longdan Xiegan Softgel Capsules

Lactosil Flora

**Probiotics & Prebiotics** (11 pages)

FertyBiotic Mujer Plus  
Jettie Baby / Jettie Kids  
Qula  
Enterogermina Sporattiva  
Good Start A2 Toddler Drink  
Buscobiota  
Bodi-Ome  
Bicrome Nose Lactobacillus  
Helinorm  
Man Yan Shu Nina Cool Breath ADP-1 Pills

**Vitamins, Minerals & Supplements** (10 pages)

Mirakle  
Omacor  
Metavo  
VitaBoost Turmeric  
Timeline Cellular Nutrition  
Fisioton  
Viome Health Intelligence  
BrainXpert  
NanoVeda Iron Strips

**Immunity** (11 pages)

Zand Naturals Immune Fast  
CB5 Anytime Shot  
Evielab Immunity  
NanoCraft Immune Boost + CBD  
EchinaGrip  
Hesperco  
Vita Deyun  
Vedix  
Thymotas  
BDE

**Dermatologicals** (15 pages)

Gynoxin Uno  
NanoBio Protect  
Infinite CBD Nano Hand Sanitizer  
Alcina Hygiene Hand Crème  
Sanatison Mono Crème  
OMV! By Vagisil  
Visto. Bio Antisseptico  
CVP Flebo  
Oxy Total Care Vitamin C Serum  
Derma Angel Acne Patch  
Opte Precision Skin Care System  
Regro EX5 Energy  
Camaleon Maskne Repair Skin Defense Mist Mask  
Mi-Mi Aids

**Lifestyle CHC** (16 pages)

Maxon Forte  
Pataday  
Ketif  
Systane Hydration PF  
MegRhythm Steam Eye Mask

Nicorette QuickMist SmartTrack  
Zing Electric Energy Patch  
Pendulum Glucose Control  
Dr ZinX Oral Spray  
Sugarbreak  
Fortacin  
Consiva F Vaginal Zaepfchen  
Sleep A.S.A.P.  
Olfae  
Baccide Masque Antiviral Actif

**Self-Diagnostics** (12 pages)

Innovo  
e-Torm  
Pixel Covid-19 Test  
Withings Sleep Analyzer  
DNAwise 2.0  
OraQuick  
Zoe  
CoolDrift Versa  
Testing For All  
TestCard  
Sunrise

**Digital Health** (11 pages)

Neutrogena Skin360  
Differin Clear 90  
Nivea SKIN GUIDE  
sugarBEAT  
Care Care  
SleepCheck  
ChatableApps  
Velieve  
Fumasil  
Epsy

**Delivery Format & Packaging Trends** (32 pages)

**"Enhanced" Water** (3 pages)

Overview  
B1U  
Bio-K Plus Probiotc Sparkling Water

**Oral, Nasal & Facial Sanitisers** (3 pages)

Overview  
Clean & Barrier Facial Barrier Mist  
Otrivin Breathe Clean

**Chews** (3 pages)

Overview  
One A Day Natural Fruit Bites  
Ellactiva Boost

**Drink Mixes** (3 pages)

Overview  
Elevate CBD Drink Mixers

Celltrient

**Stick Packs** (3 pages)

Overview

Tylenol Dissolve Packs

Lipopo-C

**Clothing** (3 pages)

Overview

Mustela Stelatopia Pijama Calmante

Theraworx Relief Joint Discomfort and Inflammation

**Oral Films & Strips** (3 pages)

Overview

NanoVeda Strips

Addera D3 Flash

**Extended Release** (4 pages)

Overview

Bisolvon Ambroxol 1 x Täglich

Vicks Pure Zzzs All Night

Heights

**Masks & Filters** (3 pages)

Overview

iDai Burst Bead Mask

SigiSkin Tea-Tox

**Convenience Kits** (3 pages)

Overview

Betadine New Normal Kit

Hamdard Family Immunity Booster Kit

**Condition-specific Packaging** (3 pages)

Overview

VoltActive

Mederma Cold Sore Discreet Healing Patch

**Ingredient, Flavour & Labelling Trends** (31 pages)

**“Clean” Ingredients** (3 pages)

Overview

Mucinex FreeFrom

Genexa

**Passiflora** (3 pages)

Overview

R3set 5-Day Starter

New Chapter One Daily Multiherbal Sleep Well

**L-theanine** (3 pages)

Overview

Healthycell REM Sleep

Neuriva De-Stress

**Hesperidin** (3 pages)

Overview  
HolistiCare Ester C Kids  
Hesperco

**Ivy Leaf / Hedera Helix (3 pages)**

Overview  
Hilma Immune Support  
Phitoss

**Algae & Lichen (3 pages)**

Overview  
NutriBaby Mama-DHA  
Health & Her Menopause Food Supplement

**Fermented Teas (3 pages)**

Overview  
C4 Superbrain Smart Energy  
Align Probiotic Kombucha On-The-Go

**NMN (Nicotinamide Mononucleotide (3 pages)**

Overview  
Doctor's Best NMN Formula  
EZZ NMN NAD+ Stay Young

**Mushroom (4 pages)**

Overview  
Doctor's Best Three Defenders Mushroom Complex  
Lignosus

**Elderberry (3 pages)**

Overview  
Vitafusion Triple Immune Power  
Hydralyte Plus Immune System Boost

**NPD Activity by Company (6 pages)**

J&J / Sanofi  
Reckitt / Bayer  
GSK / Nestlé  
P&G / Taisho  
Evalar / Unilever

**Innovation by Region & Country (22 pages)**

Innovation by Region 2020 Overview  
Argentina  
*Chart: Top 5 CHC subcategories by NPD activity in 2020*  
Australia  
*Chart: Top 5 CHC subcategories by NPD activity in 2020*  
Brazil  
*Chart: Top 5 CHC subcategories by NPD activity in 2020*  
Canada  
*Chart: Top 5 CHC subcategories by NPD activity in 2020*  
China  
*Chart: Top 5 CHC subcategories by NPD activity in 2020*  
Colombia

*Chart: Top 5 CHC subcategories by NPD activity in 2020*  
France  
*Chart: Top 5 CHC subcategories by NPD activity in 2020*  
Germany  
*Chart: Top 5 CHC subcategories by NPD activity in 2020*  
India  
*Chart: Top 5 CHC subcategories by NPD activity in 2020*  
Indonesia  
*Chart: Top 5 CHC subcategories by NPD activity in 2020*  
Italy  
*Chart: Top 5 CHC subcategories by NPD activity in 2020*  
Japan  
*Chart: Top 5 CHC subcategories by NPD activity in 2020*  
Mexico  
*Chart: Top 5 CHC subcategories by NPD activity in 2020*  
Poland  
*Chart: Top 5 CHC subcategories by NPD activity in 2020*  
Russia  
*Chart: Top 5 CHC subcategories by NPD activity in 2020*  
South Korea  
*Chart: Top 5 CHC subcategories by NPD activity in 2020*  
Spain  
*Chart: Top 5 CHC subcategories by NPD activity in 2020*  
Switzerland  
*Chart: Top 5 CHC subcategories by NPD activity in 2020*  
UK  
*Chart: Top 5 CHC subcategories by NPD activity in 2020*  
USA  
*Chart: Top 5 CHC subcategories by NPD activity in 2020*

**WOW! Brand Case Studies (6 pages)**

Vicks  
Otrivin  
Zarbee's  
Swisse  
Oily

**Summary & Future Trends (5 pages)**

Major Trends  
NPD Drivers  
Future Trends – Switch, Sustainability  
Future Trends – NPD Drivers  
Conclusion – Future Opportunities