

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

(201 Pages)

Definitions & methodology

Global Overview (4 pages)

Introduction

Chart: Global NPD activity: Split by innovation rating 2021

Major Category Topline Trends

Chart: Global NPD activity: Split by major category 2021

Regional & Country Topline Trends

Chart: Global NPD activity: Split by country 2021

Innovation Showcase (110 pages)

Analgesics (14 pages)

FastuAdvance Spray

QR Cream

Extract Labs Cannabichromene Relief Hemp Softgels

Nervive Nerve Relief

Aleve 24 Hour

R3set

Menticol

Loxonin S Quick

Endorex 25mg Solucion Oral

Tafirol Flex

VoltaNatura

Rati Salil Cannabidiol CBD Cream

Felbinac Gel

Cough, Cold & Allergy (12 pages)

Lin Hua Mask Beads

ImmuneMist

Filtrair

Popstick

Viraleze

Humer Stop Allergies

LoranoPro Losung

Naselin Anti-Viral Nasal Spray

Lemsip First Action

Er Ding Pian

Vicks Medicated Spray

Gastrointestinals (9 pages)

Life's First Naturals Digestive Health

Famotydyna Ranigast

No-Spa Duo

Usana Digestive Health Protein Drink

Gastrolit

Zenelis Mareos

Shinpoong Stomach Health

Holicron

Probiotics & Prebiotics (12 pages)

Effusio Prebiotic+
Cultuelle IBS Complete Support
BotanIQ Prebiotic Shot
Florajen Eczema
Bio-K Plus Extra Probiotic Cognition
ProHN
Resbiotic resB Lung Support
Axis BiotiX-PS
G-Niib Immunity Pro
Biovita Kids
iMuse Immune Care In The Morning

Vitamins, Minerals & Supplements (13 pages)

SenseBalance
WonderLab Oral Hyaluronic Acid Gummy
IBSA Vitamina D3
Mobility Action
d.velop
Nutrafol Postpartum
Nourished Kids
Meology Kids
Indyvit
Cymbiotika Zinc Complex
Gynoveda Spinach Calcium Drops
Doctor Seaweed's Weed & Wonderful Menopause+

Dermatologicals (12 pages)

Linola Sept Mund- und Rachenspülung
EveCare Gyno
Dermovitamina Micoblock 3in1 Onicodistrofile Camouflage
Rinderon Vs
Band-Aid Ourtone
Dexnoxyll
Nioxin Anti Hair-Loss Serum
Bellerain Air
Saniter Powder to Liquid Handwash
Dermal Therapy Cold Sore Lysine+ Gel
Enna

Sexual Health & Fertility (11 pages)

Fortacin
Dotest Motile Sperm Concentration Test Kit
Ferti-Lily
Dear.Me Soon
Hana
Lovima
Oova
Fu Kang Capsules
Gyndelta Optima, Gyndelta PC
Proov Complete

Lifestyle CHC (13 pages)

Alaway Preservative Free
Hylo Comod
Circadin
Oyono Nacht

By-Health Shu Bai Ning Natto Monascus Capsules
Caruso's Prostate Eze Max
Cystex Ultra Protection
LifeBiome Rise
Night-Min Ear Hugu Time
BUP-4 Lady
Nidra Stress Free
Acetium Lozenges

Self-Diagnostics & Medical Devices (13 pages)

LG PuriCare Air Purifying Mask
Aktiia
Bose Sound Control Hearing Aid
Proprium MyCannabisCode
Hair Hormone Measurement Kit-Dihydrotestosterone
Pivot
Holly Health
Water Pik Sonic Fusion 2.0
SelfCare1 Box
Neurolignfit
Sugarbreak Saliva Glucose Level Self-Test
Cue Covid Test

Delivery Format & Packaging Trends (15 pages)

Massaging roll-ons (3 pages)

Overview
AleveX Pain Relieving Lotion Massaging Stainless Steel Roll-On
Ammeltz Gold EX Neo Long

Powder-to-liquid (3 pages)

Overview
Dicoflor Odpornosc
Hanano Adeca Shower

Personalised packs (3 pages)

Overview
Livvit
Lycovary Daily

Beverage discs (2 pages)

Overview
Effusio Immune Defense+
Celltrient

Wipes (3 pages)

Overview
Zyrtec Soothing Face Wipes
Roman Swipes

Ingredient & Flavour Trends (29 pages)

Aloe vera (4 pages)

Overview
PROIBS
Cannabis Pleasure Gel

Virostop Nasal Spray

Sea buckthorn (3 pages)

Overview
Ipalat Sanddorn
Panthen Plus

Cannabigerol (CBG) (2 pages)

Overview
Medterra Wellness

Moringa (2 pages)

Overview
Pro2Fit Liver Detox

Phosphatidylserine (3 pages)

Overview
Ken-nou Help EX
Persona Glo Getter Adult

Liquorice (3 pages)

Overview
Shinpoong Stomach Health
Xiao Er Qixingcha Granules

Seaweed / Carrageenan (2 pages)

Overview
Bloxin

Saffron (3 pages)

Overview
Macusaff Saffron Veg Capsules
Elsa

Mushrooms – Chaga, Lion’s Mane (3 pages)

Overview
Plant People WonderDay Mushroom Gummies
Supermush Daily Chill + Daily Energy Spray

Holy basil (tulsi) (3 pages)

Overview
WLTH (We Love To Heal)
Stem & Root Brain Boost

NPD Activity by Company (6 pages)

Bayer / P&G
GSK / Nestlé
J&J / Taisho
Beiersdorf / Sanofi
Rohto / Health & Happiness

Innovation by Region & Country (22 pages)

Innovation by Region 2021 Overview
Argentina

Chart: Top 5 CHC subcategories by NPD activity in 2021
Australia
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Brazil
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Canada
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China
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Colombia
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France
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Germany
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India
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Indonesia
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Italy
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Japan
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Mexico
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Poland
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Russia
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South Korea
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Spain
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Switzerland
Chart: Top 5 CHC subcategories by NPD activity in 2021
UK
Chart: Top 5 CHC subcategories by NPD activity in 2021
USA
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WOW! Brand Case Studies (4 pages)

Bepanthen
Centrum
Cetaphil

Summary & Future Trends (5 pages)

Summary – Major NPD Trends

Summary – NPD Drivers

Future Trends – Switch

Conclusion – Future Opportunities