

Innovation in CHC 2024: NPD & Launch Activity under the Spotlight

(180 Pages)

Definitions & methodology

Global Overview (3 pages)

Introduction

Chart: Global NPD activity: Split by innovation rating 2023

Major Category Topline Trends

Chart: Global NPD activity: Split by major category 2023

Regional & Country Topline Trends

Chart: Global NPD activity: Split by country 2023

Chart: Global NPD activity: Split by region 2023

Innovation Showcase (100 pages)

Analgesics (9 pages)

Synofen

Icy Hot Kids Pain Relief Patch

Relpax Migraine

Tylenol Paracetamol and Diphenhydramine Hydrochloride Tablets (Tylenol PM)

Neuralgin PAC

Dr Kids Children's Pain & Fever Gummy Bite

Dorflex Max

Maxalt Migraine Relief

Signal Relief Pain Patch

Cough, Cold & Allergy (6 pages)

ArtemiC rescue

Allegra Allergietabletten

Sudafed Plus Blocked Nose Spray

Vicks VapoRub Steam Pods

Dymista Allergy

Otrivin Menthol

Gastrointestinals (7 pages)

Smecta Suspension

Oomph Body LiverClean

Liquid I.V. Hydration Multiplier Sugar Free

HUM Celery Juice Fiber Gummies

Burn-X

FyboCalm Wind & Bloating Relief

Softovac Liquifibre

Probiotics & Prebiotics (15 pages)

Bio-everyday Kids Probiotic Tooth Lollipops

Culturelle Aller Shield Probiotics

Goli Nutrition Pre+Post+Probiotics

Lactocore

Almimama Lactancia

Dang-Q-Lac
Enterogermina Mybina Women's Body Management
CholBiomeCH
Probio4
Mokbio
Qualia Synbiotic
Hydralin Intimiflor Confort Intime
Bifilac Lipid
Life-Space Cold Brewed Tea Probiotics
Goodfibe Jellytox

Vitamins, Minerals & Supplements (19 pages)

Nourished X Neutrogena Skin360 Skinstacks
HK Vitals Biotin with Neem
GenoVit
Shelcal 500
Baldoni Omel Fortificado A-Z
Kaliumiodid Axapharm
Longsenhuo Nutrit-Rule Lutein Cube
First Day Turmeric Gummies
TasteCare
Koi MusciMind Gummies
ASD Teresu Compound Nutrition Meal Powder
Durabrain
Motrin Shui Le Multivitamin Straws
TrueBasics CollaSkin Veg
PediaSure with Nutri-Pull System
MIN A5
Marah Natural SAC-SG
Glaciar+ Defense
Centrum Women Multivitamin & Protein

Dermatologicals (11 pages)

Dr Scholl's Freeze Away Skin Tag Remover
New Livimex Kowa
Flucovag
Cinal EXIA Microneedle Patch
LifeFemT
Dettol Foaming Handwash Personalized
Okinazole L600
Afinovir
Sirona Reusable Menstrual Cup Applicator
Betadine VAG
KP24 Sensitive Kills

Sexual Health & Fertility (8 pages)

Ullanesse
Tadalafil Mensil
Eroxon Stimgel
GNC Mega Men Ultra Testosterone
Cialis Together
Olly Mighty Mojo
Escapelle
Mosie Baby At-Home Insemination Kit

Lifestyle CHC (14 pages)

Restorin
Melatonina Noxarem 5mg
Crest Kid's Color Changing Toothpaste
KT Tape Pro Oxygen
Insamedi 2x Oral Antibacterial
Luminastil
Hi-Tech Pharmaceuticals Berberine Cyclosome
NodiSEN
Narcan Nasal Spray
Kirin Oishii Immune Care Night Sleep
Onak Dentifrico Menta V1.5
Consumed Statinoriz
Designs for Health PerioBiotic Silver
Midol Supplements Peace Out PMS

Self-Diagnostics & Medical Devices (11 pages)

FRENZ Brainband
Somzz
Vibe Air
SaliStick
Nahibu Kit d'Analyse Du Microbiote Inestinal
2San Covid-19 & Flu
Clearblue Menopause Stage Indicator
Philips x Kokoon Sleep Headphones
Quest Diagnostics AD-Detect test
Widdleometer
Ocusleep Sleep Glasses

Delivery Format & Packaging Trends (14 pages)**Straws** (2 pages)

Overview
Motrin Shui Le Zinc and Selenium Straws

Crystals (3 pages)

Overview
Emergen-C Kidz Crystals
Bifina Cute Crystal Ball Probiotic

Novel sleep aid formats (3 pages)

Overview
Laila DormiBene
Novanuit Flash

Novel food formats (3 pages)

Overview
Nutrizoe Lacto Bites Chocolate & Vanilla
Kellogg's All-Bran Immune Care

All-in-one kits (3 pages)

Overview
Bach Rescue Ultimate Essential Kit
Tender Lovin' Diabetic Wound Care

Ingredient & Flavour Trends (28 pages)

Berberine (3 pages)

Overview

NatColest

HUM Best of Berberine

Pro-vitamin A5 (2 pages)

Overview

MIN A5

Trehalose (3 pages)

Overview

Cetilar Nutrition Endurance Carb

Jinmailang Electrolyte Balance Drink

Chasteberry (3 pages)

Overview

Meno Menopause Gummy Vitamin

Goli Nutrition Women's PMS Relief Gummies

Celery (2 pages)

Overview

The Uric Acid Pill

Amla (3 pages)

Overview

Rasayanam GlucoCare Juice

Himalaya PartySmart Gummies

Centella asiatica (3 pages)

Overview

Purifide Power Patch

Nivea Dewy Lip Care

Spirulina (3 pages)

Overview

Hyper-U

Hppy Skin Refresh Mask

Lavender (3 pages)

Overview

Hoggar Melatonin Duo

Evalar Laboratory Stress Control

Coconut (3 pages)

Overview

Natures Aid Mini Drops Skin

Youvit & Giggly Coco Life Kit

NPD Activity by Company (5 pages)

Nestlé / Haleon

Kenvue / Bayer

Taisho / Stada

P&G / Sanofi
Unilever / Galderma

Innovation by Region & Country (22 pages)

NPD Activity by Region 2023 Overview

Argentina

Chart: Top 5 CHC subcategories by NPD activity in 2023

Australia

Chart: Top 5 CHC subcategories by NPD activity in 2023

Brazil

Chart: Top 5 CHC subcategories by NPD activity in 2023

Canada

Chart: Top 5 CHC subcategories by NPD activity in 2023

China

Chart: Top 5 CHC subcategories by NPD activity in 2023

Colombia

Chart: Top 5 CHC subcategories by NPD activity in 2023

France

Chart: Top 5 CHC subcategories by NPD activity in 2023

Germany

Chart: Top 5 CHC subcategories by NPD activity in 2023

India

Chart: Top 5 CHC subcategories by NPD activity in 2023

Indonesia

Chart: Top 5 CHC subcategories by NPD activity in 2023

Italy

Chart: Top 5 CHC subcategories by NPD activity in 2023

Japan

Chart: Top 5 CHC subcategories by NPD activity in 2023

Mexico

Chart: Top 5 CHC subcategories by NPD activity in 2023

Poland

Chart: Top 5 CHC subcategories by NPD activity in 2023

Russia

Chart: Top 5 CHC subcategories by NPD activity in 2023

South Korea

Chart: Top 5 CHC subcategories by NPD activity in 2023

Spain

Chart: Top 5 CHC subcategories by NPD activity in 2023

Switzerland

Chart: Top 5 CHC subcategories by NPD activity in 2023

UK

Chart: Top 5 CHC subcategories by NPD activity in 2023

USA

Chart: Top 5 CHC subcategories by NPD activity in 2023

Best-In-Class Case Studies (3 pages)

Pabron

Nature Made

Tums

Summary & Future Trends (5 pages)

Summary – Major NPD Trends

Chart: Global Top 10 CHC subcategories by volume of NPD Activity, 2021-23

Summary – Major NPD Trends

Summary – NPD Drivers

Summary – Rx-to-OTC Switch Trends

Conclusion – Future Trends