

Innovation in CHC 2025

(205 Pages)

Editor's Introduction
Definitions & methodology

Global Overview (3 pages)

Introduction
Chart: Global NPD activity: Top CHC subcategories by innovation index score 2024
Major Category Topline Trends
Chart: Global NPD activity: Split by major category 2024
Regional & Country Topline Trends
Chart: Global NPD activity: Split by country 2024
Chart: Global NPD activity: Split by region 2024

Innovation Showcase (109 pages)

Analgesics (12 pages)

SolpaOne
Qi Ye Zao Aescine Sodium Liniment
Difendum 25mg
Tylenol Extra Strength Easy to Swallow Caplets
Opokan Max
Yuting Naproxen Sodium Capsules
Saridon Woman
Eve Three Shot Premium
BuscoPantys
Voltaren Diclofenac Diethylamine Gel 2%
VoltaDexibu

Cough, Cold & Allergy (10 pages)

Allegra FX Premium
Mucinex Sinus Saline Nasal Spray
Allervi
Guangshengyuan Qishen Buqi Capsules
Vick Drops 125 Pastillas Surtidas
SoundHealth Sonu Band
Yuxingcao Qinlan Heji
Stona EX
Mixagrip Herbal Greges

Gastrointestinals (9 pages)

Jukang Gujing Yangyuan Heji
Solmac Q-Arl D
Lefaxan Protect Capsules
GAVIDigest Diarrhée
Morning Care PressOn G
S Vera Plus Jello
Berocca Hydrate
Multilac IBS

Probiotics & Prebiotics (10 pages)

Wonderlab Shape100
JunXiaoBao Space No 19
V.Nella
Aurelle Hormonal Health Grateful Gut
Enterobiotics Baby Comfort
Floré Neurodiverse Pathways Support
Meta-R
WonderLab 50+ Probiotics
Sova X Personalised Probiotics

Vitamins, Minerals & Supplements (22 pages)

Zooca Original
AddiVance
Nutrafol Skin
VitaZhi Spike Recovery Plus+
Health Direct AminoMind
Panchamrit Vegan Collagen
Ritual Stress Relief
Ling Lian Hua Keli
ProLon L-Protein
Nature's Way Beauty Ultimate 7
MigraKet
APISVIDA Nanoprópolis Extrato de Propolis
GenoPalate GenoBlend
Cymbiotika Nootropic Creamer Advanced Superfood
Aurea
Doctor's Biome Medical Food - MS
Centrum Vitamin Yeast B-Glucan Gummies
Hedonia Medical Food
Centrum Joint & Mobility
Jin Cui Xiao Xian Dan Fish Oil
BodyTech Elite Creatine Beadlets

Dermatologicals (15 pages)

BodyTech Elite Creatine Beadlets
Kindra The Daily V System
Virpax
Evalar Cosmetics Acetyl-Glutathione + Peptide Complex
Mosquito by Heat It Insekten Stichheiler
Kangwang Pro Full and Fluffy Anti-Dandruff Shampoo
Saforelle Essential Soin Lavant Intime Starter Kit
Nemethin Metronidazole Vaginal Gel
Moistana
CuLip Ointment
Huapont Naftifine and Ketoconazole Cream
Loceryl Amorolfina 5%
Neutrogena Collagen Bank
Hipoglós Pomada 100g

Sexual Health & Fertility (6 pages)

Postinor
Opill
Xinyafu Long Oral Contraceptive Pills
Ovesse
Eroxon Fast Acting Gel

Lifestyle CHC (12 pages)

RiVive Naloxone Nasal Spray
Alli
Valbiotis PRO Cholestérol
Culturelle Yi Qian Jun
Boots Menopause & Me Wearable Neck Fan
Wellbeing Nutrition Slow Diabetes Care
Enzymedica Fasting Today
Viome VRx MyBiotics Toothpaste & Gel
Melabiorhythm B6 Max
CBD Taisho
Sugar Shield

Self-Diagnostics (13 pages)

Daye Diagnostic Tampon
MightySat Medical Pulse Oximeter
NG Precision+
Genova Connect Fatty15 Test
DecodyGPT
Mira Hormone Monitor: Menopause Transitions Kit
Oura Ring 4
Healgen Rapid Check COVID-19/Flu A&B Antigen Test
MicrobioTx Gut Function Test
SmartSKN Muilli AI Dermoscope
Now Diagnostics First To Know Syphilis Test
Nonin TruO2 OTC Fingertip Pulse Oximeter

Delivery Format & Packaging Trends (15 pages)**Novel Diagnostic Formats (3 pages)**

Overview
LoviTest
Daye At-Home HPV + Microbiome Screen

Sustainable Packaging (3 pages)

Overview
Neutrogena Foaming Facial Cleanser Starter Kit
Grippostad

Lipids (3 pages)

Overview
Select XBites
Bepanthen Pro Augentropfen Intense

Drinks & Juices (3 pages)

Overview
Zandu DiaBTS Care Juice
Berocca Go

Novel Patch Formats (3 pages)

Overview
Hibicare Crack Care Pad
Derma Angel Acne Beauty Patch Hologram

Ingredient & Flavour Trends (30 pages)

Glutathione (3 pages)

Overview

Dr.Bear+ RX Liposome Glutathione Max

Neuherbs Glutathione with NeuBoost

Creatine (3 pages)

Overview

Garden of Life Sport Creatine + Probiotics Powder

Athena Creatine + Electrolytes

Tryptophan (3 pages)

Overview

Metagenics Umore Sano

Nestlé Yiyang Wanning Milk Powder

Marshmallow (3 pages)

Overview

Wick Husten-Sirup Natura Kinder

Bronchostop 5in1 Multi-Symptom Action Syrup

Peptides (3 pages)

Overview

Vital Proteins Hair Complex

Doctor Jepson Egg Yolk Peptide Calcium

Shilajit (3 pages)

Overview

Vinco Shilajit+

Panchamrit Himalayan Shudh Shilajit

Fibre (3 pages)

Overview

DiabetaCare

Beneve Xcelerate G3

Kamut Wheat (3 pages)

Overview

MyFit S Sweet Kamut Enzyme

Salsarazine Kamut Brand Wheat Enzyme

Beetroot (3 pages)

Overview

Resbiotic Prebeet Energy+

Zoe Daily 30+

Tribulus(gokshura) (3 pages)

Overview

Pure Flow Libido

Swisse Ultiboost Men's Endurance Boost

NPD Activity by Company (9 pages)

Haleon

Kenvue

Bayer

Opella

P&G
Reckitt
CR 999, Taisho, Nestlé, Otsuka
Abbott, Bausch Health, Prestige, Unilever
Vitamedic, Beiersdorf, Galderma, Stada

NPD Activity by Region & Country (25 pages)

NPD Activity by Region 2024 Overview

Asia-Pacific

Chart: 2024 NPD by major category; % total regional launches

Chart: 2024 NPD by most common subcategory (Top 5); # launches

Australia

Chart: 2024 NPD by most common subcategory (Top 5); # launches

China

Chart: 2024 NPD by most common subcategory (Top 5); # launches

India

Chart: 2024 NPD by most common subcategory (Top 5); # launches

Indonesia

Chart: 2024 NPD by most common subcategory (Top 5); # launches

Japan

Chart: 2024 NPD by most common subcategory (Top 5); # launches

South Korea

Chart: 2024 NPD by most common subcategory (Top 5); # launches

Thailand

Chart: 2024 NPD by most common subcategory (Top 5); # launches

Europe

Chart: 2024 NPD by major category; % total regional launches

Chart: 2024 NPD by most common subcategory (Top 5); # launches

France

Chart: 2024 NPD by most common subcategory (Top 5); # launches

Germany

Chart: 2024 NPD by most common subcategory (Top 5); # launches

Italy

Chart: 2024 NPD by most common subcategory (Top 5); # launches

Poland

Chart: 2024 NPD by most common subcategory (Top 5); # launches

Russia

Chart: 2024 NPD by most common subcategory (Top 5); # launches

Spain

Chart: 2024 NPD by most common subcategory (Top 5); # launches

Switzerland

Chart: 2024 NPD by most common subcategory (Top 5); # launches

UK

Chart: 2024 NPD by most common subcategory (Top 5); # launches

North America

Chart: 2024 NPD by major category; % total regional launches

Chart: 2024 NPD by most common subcategory (Top 5); # launches

Canada

Chart: 2024 NPD by most common subcategory (Top 5); # launches

USA

Chart: 2024 NPD by most common subcategory (Top 5); # launches

Latin America

Chart: 2024 NPD by major category; % total regional launches

Chart: 2024 NPD by most common subcategory (Top 5); # launches

Argentina

Chart: 2024 NPD by most common subcategory (Top 5); # launches
Brazil

Chart: 2024 NPD by most common subcategory (Top 5); # launches
Colombia

Chart: 2024 NPD by most common subcategory (Top 5); # launches
Mexico

Chart: 2024 NPD by most common subcategory (Top 5); # launches

Past Innovation Tracker (13 pages)

Voltaren Arthritis Pain

Pataday Daily Relief

Addera D3 Flash

Genexa Kids

Hycosan Shield

Cedrimuc

Probians

Laila

MaxOn Forte

Gynoxin

Nasometin Control

AllerLife

Summary & Future Trends (11 pages)

Summary – Major NPD Trends

Chart: Global Top 10 CHC subcategories by volume of NPD Activity, 2022-24

Summary – NPD Drivers

Chart: Global NPD activity: Split by most active subcategory 2024

Summary – Rx-to-OTC Switch Trends

Future Trend 1: Obesity treatments

Future Trend 2: Cognitive health

Future Trend 3: Alternative probiotics

Future Trend 4: Sustainability

Future Trend 5: Cannabis / CBD

Future Trend 6: Smoking control

Future Trend 7: Women's health

Future Trend 8: Technology