

# **Innovation in CHC 2026**

**(228 Pages)**

Editor's Introduction  
Definitions & methodology

## **Global Overview (3 pages)**

Introduction  
*Chart: Global NPD activity: Top CHC subcategories by innovation index score 2025*  
Major Category Topline Trends  
*Chart: Global NPD activity: Split by major category 2025*  
Regional & Country Topline Trends  
*Chart: Global NPD activity: Split by country 2025*  
*Chart: Global NPD activity: Split by region 2025*

## **Innovation Showcase (109 pages)**

### **Analgesics (11 pages)**

Liansheng Ketoprofen Patch  
Orajel Rescue Relief Pen  
Actron Rápida Acción  
Fine Q Naproxen  
Vicks PainQuil PM Pain Reliever  
Zantha Pro  
Loqoa Tape  
VoltaDexi  
RaitBufen 400mg

### **Cough, Cold & Allergy (11 pages)**

Graneodin F Spray  
Dymista Control  
Pudilan Anti-inflammatory Oral Liquid  
Kamillosan M  
FreshCare Smash Fruity  
Allegra-D  
Nasonex  
Snup Allerg  
Maxibupen Cold  
Emser Inhalator Compact Plus

### **Gastrointestinals (10 pages)**

Qiushui Jianpi San  
Gaviscon Intestino Stitichezza  
Pariet S  
Ricola x Waterdrop Drink Cubes  
Takepron S  
Sense Quette  
Omepral S  
Meclin Move  
No-More Pain-Pain

**Probiotics & Prebiotics** (16 pages)

Filorway Saiyoule Respiratory Probiotic  
Physician's Choice Fiber + Probiotic  
Notland Shu Hua Jun  
Flora Code Activated Probiotic Powder  
Whitney Johns Gut Health Straws  
Prolive Femme  
HerbloomZ Superba Matcha  
Life-Space Probiotic Chewing Gum  
Skinesa Kids Chewables  
Wisynbio LL6  
Good Bacteria Rotating Synbiotic  
Bicrome Brain Probiotics  
Designs for Health Anaerostipes Probiotic  
Microbix  
Pepsi Prebiotic Cola

**Vitamins, Minerals & Supplements** (26 pages)

Feel Pro Smooth Skin  
Barrière Brains & Beauty Patch  
Doppelherz System Vitamin D3 7000 I.E. Pflanzlich  
Kind Patches Her Cycle Patches  
Lijiexun Compound Tai Zi Shen Granules  
Nature's Bounty Optimal Solutions Advanced Menopause Relief  
Flora Nativa do Brasil Metilfolato B9  
Garden of Life Dr. Formulated Norwegian Salmon Oil  
Immuse RevWell Lacto Stick  
Ditto Cycle Supplement  
ArcticCollagen Marine Collagen Liquid Supplement  
Enlys  
Trustfuel + Vida Veg Shake Nutritivo Kids Growth  
Haapssen  
Kordel's FernGlow  
LIVN HMB Gummies  
MiYé [MY] Essentiels Activeurs de Métabolisme  
Seed AM-02 Energy + Focus  
Vivament  
Desert Harvest Human Lactoferrin with SSAV  
Oriherb Yanggujian Revitalizing Rhythm Solid Beverage  
Morinaga Lactoferrin 200 Drink Type  
Syren Spreads Chocolate Hazelnut Beauty Supplement  
GNC Fish Oil Xtra Age-Defying  
Gunny

**Dermatologicals** (13 pages)

Izovag  
Eucerin Spotless Brightening Pro Aesthetic  
Mandi Anti-Hair Loss Shampoo  
Creamy Serum Facial Pro-Adapaleno  
PBZ OTC Pyribenzamine Antihistamine Cream  
Jumiya Medical Recombinant Collagen Repair Liquid  
Nikzon Capsulas  
Evolxin Anti Stielwarze  
Pediakid P'tit Ecederm Duo  
Postericare Hämorrhoiden-Stick  
Valy Ion Patch Hairboost  
Empecure

**Lifestyle CHC** (15 pages)

Valbiotis PRO Santé Métabolique  
Asyou Solsol Bine Refresh Me  
Vita'Max Booster 6G  
Revive Collagen Sleep & Inner Calm  
Alltrevo  
GNC Beyond Raw LIT Pre-Workout  
Soothe Antibiotic Drops  
Provagin  
Nicorette QuickMist  
Yuan Yaoshi Fufang Shiwei Jujue Pian  
Boots Sildenafil 50mg Orodispersible Film  
SwimClub  
Renren Xin Shen Ning  
Jingqianshu Keli

**Self-Diagnostics** (6 pages)

Interpharma Hair Innovation Test  
Guttify Saliva Test Strips  
Withings U-Scan Nutrio  
Eli Health Hormometer  
Peri

**Delivery Format & Packaging Trends** (16 pages)**Collagen Shots** (3 pages)

Overview  
Oenobiol Derma Expert Collagène Marin 10g  
The Turmeric Co. Collagen Support Raw Turmeric & Pro-Collagen Shot

**Multi-Step Regimens** (3 pages)

Overview  
Inne iFocus DHA  
Principium Neocistin Fast

**Mini Capsules & Tablets** (3 pages)

Overview  
Nurofen Zavance Mini  
Beautywise Magnesium Pro Complex

**Pre & Probiotic Drinks** (3 pages)

Overview  
Bloom Pop  
Kirin Honey and Lemon Scented Hot Ginger

**Supplement Patches** (3 pages)

Overview  
Barrière NAD+ Youth Repair  
The What Supp Co. Protect Your Energy

## **Ingredient & Flavour Trends** (31 pages)

### **Magnesium** (3 pages)

Overview

Mag-B EX

BioActive+ Concentrated Liquid Magtein

### **PQQ** (3 pages)

Overview

Olistic Night Booster

Wright Life EGT L-ergothioneine

### **Nicotinamide** (3 pages)

Overview

Swisse NAD+ Beauty Restore

Melts NAD+

### **Safed Musli** (3 pages)

Overview

Dr Morepen Muscle Food Raptor

AVP Aswajith Plus

### **GABA** (3 pages)

Overview

Cognitive Protocol Sleep Support

Superlativa Forte

### **GLP-1 Support & Stimulators** (3 pages)

Overview

Whole Health Rx GLP-1 Support Fiber

Vitafor Multivitamínico GLP-1 Support

### **Plant-based Melatonin** (3 pages)

Overview

Melaton 5X

Chamé Daily Night Gummy

### **Ceramides** (3 pages)

Overview

CeraVe Limpiador Air Foam Reequilibrante

Glycare Control Serum Antioleosidade e Antiacne

### **Vitamin K2** (3 pages)

Overview

By-Health Meili Meijia Liquid Calcium

Vitamin D3 Hevert Osteo Pro

### **Indulgent & Café-style Flavours** (3 pages)

Overview

Liquid I.V. Hydration Multiplier Hot Chocolate

Wonderbelly Multi-Symptom

## **Top Company Innovators: NPD Activity by Company (9 pages)**

Haleon  
Kenvue  
Bayer  
Opella  
P&G  
Reckitt  
H&H, L'Oréal, Nestlé, Unilever  
By-Health, Rohto, Beiersdorf, Stada

## **NPD Activity by Region & Country (27 pages)**

NPD Activity by Region 2025 Overview

### **Asia-Pacific**

*Chart: 2025 NPD by major category; % total regional innovations*

*Chart: 2025 NPD by most common subcategory (Top 5); # innovations*

Australia

*Chart: 2025 NPD by most common subcategory (Top 7); # innovations*

China

*Chart: 2025 NPD by most common subcategory (Top 5); # innovations*

India

*Chart: 2025 NPD by most common subcategory (Top 5); # innovations*

Indonesia

*Chart: 2025 NPD by most common subcategory (Top 5); # innovations*

Japan

*Chart: 2025 NPD by most common subcategory (Top 7); # innovations*

Malaysia

*Chart: 2025 NPD by most common subcategory (Top 5); # innovations*

South Korea

*Chart: 2025 NPD by most common subcategory (Top 5); # innovations*

Thailand

*Chart: 2025 NPD by most common subcategory (Top 5); # innovations*

### **Europe**

*Chart: 2025 NPD by major category; % total regional innovations*

*Chart: 2025 NPD by most common subcategory (Top 5); # innovations*

France

*Chart: 2025 NPD by most common subcategory (Top 5); # innovations*

Germany

*Chart: 2025 NPD by most common subcategory (Top 5); # innovations*

Italy

*Chart: 2025 NPD by most common subcategory (Top 5); # innovations*

Poland

*Chart: 2025 NPD by most common subcategory (Top 7); # innovations*

Russia

*Chart: 2025 NPD by most common subcategory (Top 6); # innovations*

Spain

*Chart: 2025 NPD by most common subcategory (Top 6); # innovations*

Switzerland

*Chart: 2025 NPD by most common subcategory (Top 11); # innovations*

UK

*Chart: 2025 NPD by most common subcategory (Top 6); # innovations*

## **North America**

*Chart: 2025 NPD by major category; % total regional innovations*

*Chart: 2025 NPD by most common subcategory (Top 5); # innovations*

Canada

*Chart: 2025 NPD by most common subcategory (Top 7); # innovations*

USA

*Chart: 2025 NPD by most common subcategory (Top 5); # innovations*

## **Latin America**

*Chart: 2025 NPD by major category; % total regional innovations*

*Chart: 2025 NPD by most common subcategory (Top 5); # innovations*

Argentina

*Chart: 2025 NPD by most common subcategory (Top 6); # innovations*

Brazil

*Chart: 2025 NPD by most common subcategory (Top 5); # innovations*

Colombia

*Chart: 2025 NPD by most common subcategory (Top 12); # innovations*

Mexico

*Chart: 2025 NPD by most common subcategory (Top 10); # innovations*

## **Past Innovation Tracker (13 pages)**

Nervive Nerve Relief

Enandol 25mg

Naselin Anti-Viral Nasal Spray

LoranoPro Lösung

Famotydyna Ranigast

Rinderon Vs

EvaCare Gyno

AquaDetrim

Melotin MR

Circadin

Oyono Nacht

Cystex Ultra Protection

## **Summary & Future Trends (11 pages)**

Summary – Major NPD Trends

*Chart: Global Top 10 CHC subcategories by volume of NPD Activity, 2023-25*

*Chart: Global NPD: Top 10 most active CHC subcategories 2025*

Summary – Rx-to-OTC Switch Trends

Future Trend 1: Artificial Intelligence (AI) / Health Chatbots

Future Trend 2: Health Technology / Wearables

Future Trend 3: Retail Innovation

Future Trend 4: Anti-ageing / Longevity

Future Trend 5: Smoking control

Future Trend 6: Weight Control