

Innovation in CHC

NPD & Innovation in CHC under the Spotlight

A report drawing on  **Nicholas Hall's**
CHC NEW PRODUCTS TRACKER



Innovation in CHC New product development & innovation in consumer healthcare under the spotlight

Published by Nicholas Hall's Reports, April 2020

© Nicholas Hall & Company Guernsey

Nicholas Hall's Reports™® is a registered trademark
belonging to Nicholas Hall



Nicholas Hall & Company
35 Alexandra Street
Southend-on-Sea
SS1 1BW, UK
T: +44 (0) 1702 220 200

This report may not be reproduced in any form or for any purpose without prior knowledge and consent of the publisher.

The information in this report is believed to be correct at the time of publication. However, no responsibility can be accepted by the publisher for its completeness or accuracy. If you would like clarification of any information in this report, or would like to point out any inaccuracies or omissions, please contact:

Dave Redford, Managing Editor, CHC New Products Tracker
e: david.redford@NicholasHall.com

For information on other products and services provided by Nicholas Hall & Company, or for additional copies of this report, please contact:

Melissa Lee, COO, Group Client Services
T: +44 (0) 1702 220 204
e: melissa.lee@NicholasHall.com

Innovation Showcase – Analgesics



| | |
|-----------------------|---------------------|
| Brand | Dolostop Plus |
| Marketer | Kern |
| Owner | Kern |
| Major Category | Analgesics |
| Sub-Category | Systemic analgesics |
| Region | Europe |
| Country | Spain |
| Activity | Line extension |
| Activity Date | September 2019 |

Details Indicated to provide symptomatic relief from mild to moderate pain in adults. Claimed to be the first and only paracetamol and ibuprofen combination available in Spain for the occasional symptomatic treatment of mild-moderate pain in adults. Blisters in outer box. Average price €6.71 (US\$7.67)

Status OTC

Pack Size 16

Format Tablets - film coated

Dose Adults 18 years+: 1-2 tablets every 6 hours

Ingredients Per 1 tablet: Paracetamol 500mg, ibuprofen 150mg

Innovation Ranking ★★★

Note also Follows on from various remedies in Kern's range of analgesics and is the first OTC painkiller to combine paracetamol and ibuprofen in the same formulation in Spain

2. Drinks, Teas & Pods

Supplements in ever wider array of drinkable formats

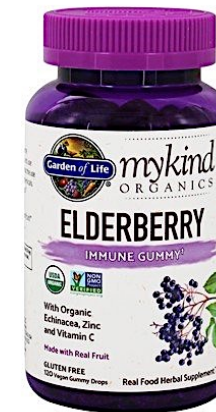
- Liquid drink formats have been a hot delivery format trend in CHC over recent years, with the number of innovations swelling as a result of increased numbers of probiotics and CBD supplements sold as drinks
- Teas are also a format gaining traction recently, with traditional digestive remedies and sedatives & sleep aids two categories driving this trend
- Pods (to be inserted in drinks dispensers) have also risen in popularity, powered by innovators such as Tespo. In 2019 Tespo signed a deal with Pharmavite / Otsuka making Nature Made the first third party brand to be licensed for use of Tespo's newest WiFi dispenser, resulting in the launch of multivitamins Nature Made Multi For Him and Nature Made Multi For Her
- As with coffee pods, Tespo and similar next-generation VMS delivery systems also require users to purchase their branded customised dispenser so the consumer's financial investment is significant. It remains to be seen whether such one-use dispensers will be a deterrent or act as a loyalty lock
- Among the many innovative liquid drink formats launched in 2019, there were several US probiotic launches, including Good Culture Wellness Probiotic – “gut shots” with organic kefir – and Zbiotics, as well as notable cannabis / CBD launches like Tribe Hemp CBD Shots. In China, a key launch was hair & beauty supplement Chinelle E-Jiao Oligopeptide Essence Drink, , capitalising on the popularity of “shots” and mini-drinks in Asia
- Among teas, highlights among the many 2019 launches were IBSA's French launch of ChondroDol Naturel Infusion Articulations, for stiff joint relief, Kestrel's UK launch of its Vocalzone sore throat range (primarily for singers) and Tetley's roll-out of its fortified tea line to Canada



6. Elderberry

US immunity category sees raft of elderberry launches

- Elderberry innovation has steadily risen over recent years, reaching an all-time high in 2019, driven by new herbal & natural immune supplements
- In late 2019, New Chapter (P&G) launched two new US immunity products, New Chapter Elderberry Powder (for on-the-go use) and New Chapter Elderberry Syrup, both claiming a high dose of concentrated elderberry
- Other leading CHC marketers that launched US elderberry supplements in 2019 include RB (Airborne Elderberry Gummies), GSK (Children's Dimetapp Immune Support), Unilever (Olly Active Immunity + Elderberry and Olly Active Sleep + Elderberry) and Pfizer (now GSK) (Emergen-C Elderberry Immune+)
- J&J added six new products containing elderberry to its recently-acquired Zarbee's Naturals range in early 2019, including cough remedies and immune stimulants, while PharmaCare extended the veteran Sambucol line in USA with Sambucol Advanced Immune
- In Russia, Hedoga launched Carmolis Pastilles for sore throat in February 2019, featuring a complex natural formulation including elderberry
- In China, Nestlé's Garden of Life division rolled out mykind Organics Elderberry Immune, available as gummies and a syrup, while Dong-e E-Jiao launched Chinelle E-jiao Oligopeptide Essence Drink, containing concentrated elderberry juice
- In S Korea, Ahn-Gook relaunched its Kobaxa Elderberry line in 2019 and KM launched Pororo Sambucus, an immunity supp formulated with elderberry



Indonesia

Acne remedies the key driver of 2019 innovation

- Dermatologicals were by far the main source of CHC innovation in Indonesia in 2019, followed by VMS and Cough, Cold & Allergy. Gastrointestinals and Lifestyle CHC also made a contribution, but Analgesics lagged far behind
- In terms of leading subcategories by innovation activity, acne remedies was a long way out in front in 2019, ahead of cough remedies and herbal & natural immune supplements. Intimate care and eye care complete the Top 5
- Although innovations were limited in Indonesia during the reporting period there was a notable 3* product: iFree (Eglin), a medical device (heat patch) specifically designed to relieve menstrual pain without the use of drugs. 3* were awarded owing to its natural “Oxyheat” process
- Looking at innovation by marketer, Soho Global Health was the most active company in 2019, launching Imboost Lozenges for sore throat and Imboost Effervescent for immune support, and Laxing Extra Strength for constipation. Soho Global Health also relaunched Diapet Anak antidiarrhoeal
- Other key marketers in terms of CHC innovation in 2019 were Esthetics International and Emina Cosmetics, both of which introduced several acne remedy SKUs, as well as Combiphar and DKT. In addition, Bayer introduced Redoxon Triple Action and P&G added a new Vicks Inhaler with a keyring

Indonesia: Top 5 CHC subcategories by innovation in 2019

