

Mid-2023 CHC Review: A Year in Flux

(90 Pages)

Definitions & methodology

Global Overview (8 pages)

Key shifts at the micro-level see CHC market remain in flux

Chart: Global CHC sales mid-2022 & mid-2023

Chart: Global CHC sales by region mid-2023

Chart: Global CHC sales by category mid-2023

Competitive Landscape

Chart: Global Top 10 CHC players mid-2023

Innovation & NPD

Chart: Global launch activity 2013-23

Chart: Global launch activity by major category 2023

Rx-to-OTC switch

Category Trends (20 pages)

Analgesics (3 pages)

Chart: Global analgesics sales mid-2022 & mid-2023

Chart: Global analgesics sales by category mid-2023

Chart: Global leading analgesics brands mid-2023

Cough, Cold & Allergy (3 pages)

Chart: Global CCA sales mid-2022 & mid-2023

Chart: Global CCA sales by category mid-2023

Chart: Global leading CCA brands mid-2022

Gastrointestinals (3 pages)

Chart: Global GIs sales mid-2022 & mid-2023

Chart: Global GIs sales by category mid-2023

Chart: Global leading GIs brands mid-2023

Vitamins, Minerals & Supplements (4 pages)

Chart: Global VMS sales mid-2022 & mid-2023

Chart: Global VMS sales by category mid-2023

Chart: Global leading VMS brands mid-2023

Dermatologicals (3 pages)

Chart: Global derma sales mid-2022 & mid-2023

Chart: Global derma sales by category mid-2023

Chart: Global leading derma brands mid-2023

Lifestyle CHC (3 pages)

Chart: Global lifestyle CHC sales mid-2022 & mid-2023

Chart: Global lifestyle CHC sales by category mid-2023

Chart: Global leading lifestyle CHC brands mid-2023

Core Markets (51 pages)

Overview (2 pages)

Overview

Chart: *Global leading CHC markets mid-2023*

USA (4 pages)

Chart: *USA CHC sales mid-2022 & mid-2023*

Chart: *USA CHC sales by category mid-2023*

Chart: *USA leading CHC marketers & brands mid-2023*

China (4 pages)

Chart: *China CHC sales mid-2022 & mid-2023*

Chart: *China CHC sales by category mid-2023*

Chart: *China leading CHC marketers & brands mid-2023*

Japan (4 pages)

Chart: *Japan CHC sales mid-2022 & mid-2023*

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Chart: *Japan leading CHC marketers & brands mid-2023*

Russia (4 pages)

Chart: *Russia CHC sales mid-2022 & mid-2023*

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Chart: *Russia leading CHC marketers & brands mid-2023*

Germany (4 pages)

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Chart: *Germany CHC sales by category mid-2023*

Chart: *Germany leading CHC marketers & brands mid-2023*

France (4 pages)

Chart: *France CHC sales mid-2022 & mid-2023*

Chart: *France CHC sales by category mid-2023*

Chart: *France leading CHC marketers & brands mid-2023*

Italy (4 pages)

Chart: *Italy CHC sales mid-2022 & mid-2023*

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Chart: *Italy leading CHC marketers & brands mid-2023*

Brazil (4 pages)

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India (4 pages)

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UK (4 pages)

Chart: *UK CHC sales mid-2022 & mid-2023*

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Chart: *UK leading CHC marketers & brands mid-2023*

Australia (4 pages)

Chart: *Australia CHC sales mid-2022 & mid-2023*

Chart: *Australia CHC sales by category mid-2023*

Chart: Australia leading CHC marketers & brands mid-2023

Mexico (4 pages)

Chart: Mexico CHC sales mid-2022 & mid-2023

Chart: Mexico CHC sales by category mid-2023

Chart: Mexico leading CHC marketers & brands mid-2023

Outlook (5 pages)

Short-term forecast

Chart: Global short-term forecast sales by category 2023-24

Chart: Global short-term forecast sales by region 2023-24

Long-term forecast

Chart: Global 5 & 10 year forecast sales by category 2027 & 2032

Chart: Global 5 & 10 year forecast sales by region 2027 & 2032p