

Nicholas Hall's

# NEW PARADIGMS FOR CHC 2023



2023

Pandemic

Inflation

War in Ukraine

Fewer Switches

Flatlining  
Emerging Markets

The Future Resumed



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SIGNATURE REPORTS

# REPORT COVERAGE | NEW PARADIGMS 2023

Foundation chapter:  
The Future Resumed

CHC Covid Aftermath

Classic Categories

How to Innovate

Rx-to-OTC Switch

Demographics

Women's Health

Health through Digestion

Mental Wellness: Sleep, Mood,  
Stress & Learning Disorders

Cannabis

Sexual Health & Fertility

Companion Products for  
Debilitating Diseases

Digital Revolution

Sustainability, beyond  
Social Responsibility

Emerging Markets

China

Distribution, e-Commerce,  
The Patient Journey

Competition

M&A

Managing Brands for  
Long-term Profit Growth

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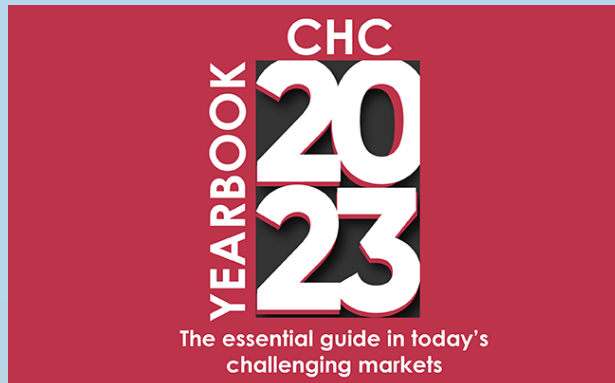
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