

Nicholas Hall's New Paradigms for CHC 2023

The Future Resumed

(303 Pages)

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Chart: Global all channels CHC sales by category 2022-32

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10 Steps to Heaven (9 pages)

10 Steps to Heaven

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2. Mental Wellness: Problems highlighted by the pandemic

3. Sexual Health & Fertility

4. Women's Health, Ageing

5. Sustainability

6. Natural & Organic Products

7. Food Intolerance

8. E-commerce

9. AI

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One of the few brands that successfully spans the OTC / supplements divide

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Will the first non-hormonal menopause drug be a gamechanger?

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