

Nicholas Hall's

NEW PARADIGMS FOR CHC 2023



2023

Pandemic

Inflation

War in Ukraine

Fewer Switches

Flatlining
Emerging Markets

The Future Resumed

REPORT COVERAGE | NEW PARADIGMS 2023

Foundation chapter:
The Future Resumed

CHC Market:
Situation Report

Emerging Markets

China

Demographic

Women's Health

How to Innovate

Rx to OTC Switch

CHC Covid Aftermath

Classic Categories Breakouts

Cannabis

Sexual Health

Health Through Digestion

Obesity

Mental Wellness

Sustainability

Distribution

Digital Revolution

Competition

M&A

Managing Brands for
Long-term Profit Growth

Priority Order Form for New Paradigms 2023

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