

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 & Fertility

Health Through Digestion

Obesity

Mental Health & 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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