

Nicholas Hall's

NEW PARADIGMS FOR CHC 2023

The Future Resumed



2023

The Future Resumed

Pandemic

Inflation

War in Ukraine

Fewer Switches

Flatlining in the
Emerging Markets

REPORT COVERAGE | NEW PARADIGMS 2023

Foundation chapter:
Looking over the Horizon

CHC Market:
Situation Report

Emerging Markets

China

Healthcare Trends

Engaging with the Consumer

Demographics

Women's Health

Men's Health

Consumer Research

How to Innovate

Rx to OTC Switch

CHC Covid Aftermath

Classic CHC Category Breakouts

Cannabis

Sexual Health & Fertility

Health Through Digestion

Mental Health:
Sleep, Mood, Stress

Sustainability

MedTech

Distribution

Digital Revolution

Competition

M&A

Managing Brands for
Long-term Profit Growth

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