

# **WOW! Brands (Volume 2) 2026**

## **Profiling the Brightest & Best in Consumer Health**

**(253 Pages)**

Definitions & methodology (2 pages)

What is a WOW! Brand? (1 page)

Defining a WOW! Brand

### **Allevia (6 pages)**

Brand Story & Sales Performance (2 pages)

Prescription heritage adapted for OTC allergy relief

*Chart: Allevia UK sales mid-2024 & mid-2025 (MSP, \$mn)*

UK allergy market remains dynamic

*Chart: UK leading allergy remedies mid-2025 (MSP, \$mn)*

NPD & Innovation (1 page)

Allevia expanded into hives treatment with the launch of Allevia Hives in 2022

Marketing Highlights (1 page)

Strong symptom management messaging positions Allevia as a premium hayfever solution

Digital Strategy & E-commerce (1 page)

Amazon supports fast comparison and seasonal purchasing, while retail media partnerships strengthen visibility

Prospects & Opportunities (1 page)

Longer and more unpredictable pollen seasons create extended demand windows

### **BelliWelli (5 pages)**

Brand Story & Sales Performance (1 page)

Snack bar business transformed into competitive VMS and GIs player

NPD & Innovation (1 page)

Marketing Highlights (2 pages)

Brand's owner takes active role in social media management

Prospects & Opportunities (1 page)

Successful shift from food player to CHC specialist with strong growth potential

## **Benylin** (6 pages)

### Brand Story & Sales Performance (1 page)

Long-established heritage brand rooted in pharmacy-led respiratory care

*Chart: Benylin global sales mid-2024 & mid-2025 (MSP, \$mn)*

### Geographic Spread (1 page)

Established brand across pharmacy-led markets

*Chart: Benylin sales by market mid-2025 (MSP, \$mn)*

### NPD & Innovation (1 page)

Expansion beyond syrups into broader respiratory formats

### Marketing Highlights (1 page)

Multi-channel promotional activity strengthens Benylin's seasonal visibility

### Digital Strategy & E-commerce (1 page)

Online pharmacies and mass retailers remain key points-of-purchase

### Prospects & Opportunities (1 page)

Increasing interest in herbal & natural cold remedies allows growth and possible expansion into other categories

## **Celebrex Relief** (6 pages)

### Brand Story & Sales Performance (2 pages)

Landmark launch of world's first OTC Cox-2 inhibitor following switch

Celecoxib is no more risky than other NSAIDs

### Marketing Highlights (2 pages)

Brand supported with joint HCP & consumer advertising campaign in first year on market

*Chart: Australia leading systemic analgesics mid-2025 (MSP, \$mn)*

### Digital Strategy & E-commerce (1 page)

Brand can be purchased online (but overall online presence limited)

### Prospects & Opportunities (1 page)

Switches beyond Australia likely (e.g. a candidate in Japan)

## **Electrolit** (7 pages)

#### Brand Story & Sales Performance (1 page)

Mexican heritage brand has expanded beyond medical channels

#### Geographic Spread (1 page)

Latin American heritage central to brand's identity

*Chart: Electrolit global sales mid-2024 & mid-2025 (MSP, \$mn)*

*Chart: Electrolit sales by market mid-2025 (MSP, \$mn)*

#### Marketing Highlights (3 pages)

Marketing brings together medical heritage and burgeoning lifestyle segment

#### Digital Strategy & E-commerce (1 page)

Social media key to building brand's image

#### Prospects & Opportunities (1 page)

Brand's strong heritage and image will continue to drive growth

### **E.L.F. (8 pages)**

#### Brand Story & Sales Performance (1 page)

Disruptive and digital-native cosmetics player

#### Geographic Spread (1 page)

Small but expanding international presence, particularly via partnerships

*Chart: E.L.F. global sales mid-2024 & mid-2025 (MSP, \$mn)*

#### NPD & Innovation (1 page)

"Holy Grail Innovations" central to E.L.F.'s brand identity

#### Marketing Highlights (2 pages)

Legacy media a lower priority than digital, although brand invests in targeted high-profile activity

#### Digital Strategy & E-commerce (2 pages)

Online strategy strongly focused on building community around brand

#### Prospects & Opportunities (1 page)

Bright outlook thanks to strong promotional strategy and international expansion

### **Eucerin (11 pages)**

#### Brand Story & Sales Performance (2 pages)

Heritage brand with a rich history spanning over a century  
Sustained growth driven by strong dermocosmetic positioning  
*Chart: Eucerin global sales mid-2024 & mid-2025 (MSP, \$mn)*  
*Chart: Eucerin sales by category mid-2025 (MSP, \$mn)*

#### Geographic Spread (1 page)

Strong European and US base, with a growing presence across Asia-Pacific and LatAm  
*Chart: Eucerin sales by market mid-2025 (MSP, \$mn)*

#### NPD & Innovation (2 pages)

High levels of innovation using science to formulate ingredients

#### Marketing Highlights (2 pages)

Formulation-focused promotion and dermatologist approval are key drivers

#### Digital Strategy & E-commerce (3 pages)

Dermatologist and influencer-led campaigns lead strategy  
Diverse use of online channels allows a global reach

#### Prospects & Opportunities (1 page)

Bright outlook supported by strong dermocosmetic credentials and continued category expansion

### **Goli Nutrition (10 pages)**

#### Brand Story & Sales Performance (2 pages)

Goli Nutrition at forefront of apple cider vinegar gummies boom  
*Chart: Goli Nutrition global sales mid-2024 & mid-2025 (MSP, \$mn)*  
*Chart: Goli Nutrition sales by category mid-2025 (MSP, \$mn)*

#### Geographic Spread (2 pages)

Goli is heavily-US-focused (although claims a global reach)  
*Chart: Goli Nutrition sales by market mid-2025 (MSP, \$mn)*

#### NPD & Innovation (2 pages)

Goli is creating a whole lifestyle supplements range

#### Marketing Highlights (1 page)

Investment in celebrity backing fuelled the brand's take-off

#### Digital Strategy & E-commerce (2 pages)

Goli boasts of its extensive online popularity  
*Chart: Goli Nutrition internet & mail order sales in USA 2020-24 (MSP, \$mn)*

#### Prospects & Opportunities (1 page)

Goli aims to cement its place as a key player in the “wellness” space

## **Hylo** (6 pages)

### Brand Story & Sales Performance / Geographic Spread (2 pages)

Global No.3 in eye care, strongest across Europe and Asia

*Chart: Hylo global sales mid-2024 & mid-2025 (MSP, \$mn)*

*Chart: Hylo sales in selected markets mid-2025 (MSP, \$mn)*

### NPD & Innovation (1 page)

With novel delivery format at the core of the range, line extension focuses on diversification of positioning

### Marketing Highlights (1 page)

Marketing strategy across Europe includes extensive sports team sponsorships

### Digital Strategy & E-commerce (1 page)

Hylo Sport site builds on history of sports team partnerships

### Prospects & Opportunities (1 page)

Steady growth and commanding position despite relatively limited activity

## **Lemme** (8 pages)

### Brand Story & Sales Performance (1 page)

Celebrity-led, digitally native brand driving rapid sales momentum

### Geographic Spread (1 page)

US-led scale with early-stage international expansion

### NPD & Innovation (1 page)

Format diversification and functional expansion beyond gummies

### Marketing Highlights (2 pages)

Founder-led, social-first marketing drives awareness

### Digital Strategy & E-commerce (2 pages)

E-commerce strategy supporting rapid scale and international expansion

### Prospects & Opportunities (1 page)

Bright outlook supported by cultural relevance, founder-led credibility and rapid category expansion

## **Liquid I.V. (8 pages)**

### Brand Story & Sales Performance (1 page)

Dynamic presence in ORTs built following high-profile acquisition in 2020

### Geographic Spread (1 page)

High levels of international expansion, including high-profile China launch

*Chart: Liquid I.V. global sales mid-2024 & mid-2025 (MSP, \$mn)*

### NPD & Innovation (1 page)

Format & flavour innovations drive NPD, with brand frequently refreshed

### Marketing Highlights (2 pages)

Simple proposition at core of marketing strategy

### Digital Strategy & E-commerce (2 pages)

E-commerce and digital marketing key parts of brand strategy

Multimedia promotion for sugar-free energy presentation redefines typical imagery

### Prospects & Opportunities (1 page)

Bright outlook thanks to strong messaging and rapid internationalisation

## **Loxonin (7 pages)**

### Brand Story & Sales Performance (1 page)

Strong example of an Rx brand thriving following move OTC

*Chart: Loxonin global sales mid-2024 & mid-2025 (MSP, \$mn)*

### NPD & Innovation (3 pages)

Systemic line extensions focus on speed and tolerability

Loxonin enters systemic cold & flu in 2024

Since entering topicals in 2016, brand sees frequent format innovation

### Marketing Highlights (2 pages)

Marketing focused on “The story of pain” and building consumer awareness

### Prospects & Opportunities (1 page)

High pace of NPD, supported by clear A+P messaging, will drive future growth

## **Mighty Patch (13 pages)**

### Brand Story & Sales Performance (3 pages)

Successful online and e-commerce strategy led to a wider launch in bricks & mortar

*Chart: Mighty Patch global sales mid-2024 & mid-2025 (MSP, \$mn)*

#### Geographic Spread (2 pages)

USA is dominant market, but international expansion has started

#### NPD & Innovation (3 pages)

NPD activity focused on targeted treatment and broader skincare

2023 saw Mighty Patch extended beyond acne

Hero entered the growing Body Care segment

#### Marketing Highlights (2 pages)

Hero ramping up high-profile A+P support, expanding beyond social media

#### Digital Strategy & E-commerce (2 pages)

Mighty Patch a social media pioneer in acne patches space

Amazon was Mighty Patch's launch platform

#### Prospects & Opportunities (1 page)

Hero aims to take over the world of skincare

### **Motrin (14 pages)**

#### Brand Story & Sales Performance (1 page)

Effective NPD strategy propelled brand to early success

*Chart: Motrin global sales mid-2024 & mid-2025 (MSP, \$mn)*

*Chart: Motrin sales by subcategory mid-2025 (MSP, \$mn)*

#### Geographic Spread (2 pages)

USA generates almost 50% of global sales

China has seen the most NPD and new launches

USA and China combined account for almost 90% of brand sales

*Chart: Motrin sales by market mid-2025 (MSP, \$mn)*

Mexico posted the strongest growth historically

Steady growth in Canada

Russian sales continue to decline

#### NPD & Innovation (3 pages)

USA is the only market where Motrin Dual Action with Tylenol is available

Motrin launched into topical analgesics in 2022

Motrin ventured into topical analgesics in China in 2023

Expansion into VMS continues via 2025 probiotics launch

Brand launched a paediatric topical decongestant in 2025

Mexico market focuses on paediatric sector

Canada's portfolio features an ibuprofen option formulated with muscle relaxant

#### Marketing Highlights (4 pages)

USA: United in overcoming pain

Fast & effective pain relief

Motrin Dual Action with Tylenol combines 2 pain relievers into 1

Prescription-strength Motrin Arthritis Pain

Mexico: Motrin “Effective pain relief starting from 15 minutes”

Canada: Reclaim your day with Motrin

2017 Roadshow in collaboration with Jam Van

A safe and trustworthy brand image is crucial for the Chinese market

Motrin 3 Steps Approach – holistic care for children’s fever relief

#### Digital Strategy & E-commerce (3 pages)

Consistent theme across markets creates brand identity

*Chart: Motrin USA internet & mail order analgesics sales 2020-24 (MSP, \$mn)*

Motrin x Neutrogena sweepstake on Instagram

Digital marketing and e-commerce cornerstone of Motrin’s growth in China

#### Prospects & Opportunities (1 page)

USA: Continued steady growth forecast

China: Enjoyed the most “wins” in terms of NPD

Mexico: Time to launch adult presentations?

Canada: Steady growth

### **Nasivin (7 pages)**

#### Brand Story & Sales Performance (1 page)

Nasivin rides wave of growth for topical decongestants in recent years

*Chart: Nasivin global sales mid-2024 & mid-2025 (MSP, \$mn)*

#### Geographic Spread (2 pages)

Brand has broad geographic spread (with varying levels of penetration)

*Chart: Nasivin sales by market mid-2025 (MSP, \$mn)*

#### NPD & Innovation (1 page)

Low levels of NPD

#### Marketing Highlights (1 page)

A+P mixes humour with product benefits

#### Digital Strategy & E-commerce (1 page)

Nasivin has a modest online presence

#### Prospects & Opportunities (1 page)

Nasivin likely to become more unified with Vicks in Europe



## **Nature Made (9 pages)**

### Brand Story & Sales Performance (1 page)

Heritage supplement brand focused on science and quality

*Chart: Nature Made global sales mid-2024 & mid-2025 (MSP, \$mn)*

*Chart: Nature Made sales by category mid-2025 (MSP, \$mn)*

### Geographic Spread (1 page)

Strong US market underpins global performance

*Chart: Nature Made sales by market mid-2025 (MSP, \$mn)*

### NPD & Innovation (2 pages)

Ongoing innovation focused on format expansion and evolving consumer needs

### Marketing Highlights (2 pages)

Sports and lifestyle partnerships extend brand visibility

### Digital Strategy & E-commerce (2 pages)

Strong e-commerce strategy drives sales

*Chart: Nature Made USA internet & mail order sales 2020-24 (MSP, \$mn)*

### Prospects & Opportunities (1 page)

Continued growth opportunity as preventative wellness becomes a daily habit

## **Nature's Truth (7 pages)**

### Brand Story & Sales Performance (1 page)

Longline VMS brand focused on “full honesty and transparency”

*Chart: Nature's Truth global sales mid-2024 & mid-2025 (MSP, \$mn)*

*Chart: Nature's Truth sales by category mid-2025 (MSP, \$mn)*

### Geographic Spread (1 page)

### NPD & Innovation (2 pages)

Recent years have seen impressive rate of launches including entry into on-trend segments

### Marketing Highlights & Digital Strategy (2 pages)

Reliability and transparency at the core of marketing

Nature's Truth internet & mail order VMS sales in USA 2020-24 (MSP, \$mn)

#TakeYourVitamins Tour reaches out to Gen Z with “full-scale” influencer-led strategy

#### Prospects & Opportunities (1 page)

Targeting younger consumers will help Nature's Truth find its niche

### **Opill** (5 pages)

#### Brand Story & Sales Performance (1 page)

Landmark switch in increasingly challenging reproductive health market

*Chart: Opill global sales mid-2024 & mid-2025 (MSP, \$mn)*

#### Marketing Highlights (2 pages)

Ongoing WNBA partnership focused on healthcare access

#### Digital Strategy & E-commerce (1 page)

Online a key part of brand's identity and focus on accessibility

#### Prospects & Opportunities (1 page)

Bright future all but assured for high-demand brand with successful switch story

### **Pabron** (12 pages)

#### Brand Story & Sales Performance (1 page)

Heritage cough brand found success via NPD and market expansion

*Chart: Pabron global sales mid-2024 & mid-2025 (MSP, \$mn)*

*Chart: Pabron sales by category mid-2025 (MSP, \$mn)*

#### Geographic Spread (1 page)

Increased competition in home market Japan

Minor but growing presence in Malaysia

Taiwan sees brand venture into analgesics

*Chart: Pabron sales by market mid-2025 (MSP, \$mn)*

#### NPD & Innovation (4 pages)

Product innovation is key to Pabron's success in Japan

Huge cold & flu range caters to different treatment needs

Pabron was first to launch Rx-equivalent OTC-registered beclomethasone propionate nasal spray

Pandemic-led launches

Pabron expanded into analgesics in Taiwan

Pabron focused on cough category in Malaysia

#### Marketing Highlights (3 pages)

Pabron encourages consumers to take medicine as soon as symptoms emerge

Effective remedy supported by scientifically-backed efficacy

Fast-acting relief claim important for Pabron's systemic analgesics range in Taiwan  
Japan-made status important for international markets

#### Digital Strategy & E-commerce (2 pages)

Pabron maintains dedicated website and online stores

*Chart: Pabron Japan internet & mail order analgesics sales 2020-24 (MSP, \$mn)*

Pabron has strong social media presence via brand ambassador

#### Prospects & Opportunities (1 page)

Japan: Targeted A+P campaign to highlight product features and benefits

Taiwan: Opportunity to launch paediatric range

Malaysia: Collaboration with HCPs to build brand awareness

### **Sinupret (9 pages)**

#### Brand Story & Sales Performance (1 page)

Sinupret found success as a scientifically-proven herbal option

Sinupret global sales mid-2024 & mid-2025 (MSP, \$mn)

Sinupret sales by category mid-2025 (MSP, \$mn)

#### Geographic Spread (2 pages)

Top 3 markets account for 70% of topline sales

*Chart: Sinupret sales by market mid-2025 (MSP, \$mn)*

Broad geographical spread, mainly in Europe

Sinupret entered Australia in 2022

#### NPD & Innovation (1 page)

Small, simple but highly recognisable portfolio

#### Marketing Highlights (2 pages)

Blocked nose? Pressure headache? Loosen mucus, open the nose and free the head

Sinupret eXtract's X it away! campaign

Relationship building with HCPs via Phytothek

#### Digital Strategy & E-commerce (2 pages)

A consistent theme across presentations helps create the brand's distinctive identity

*Chart: Sinupret Germany internet & mail order sales 2020-24 (MSP, \$mn)*

Strong emphasis on scientific credibility

#### Prospects & Opportunities (1 page)

Sinupret may continue to expand internationally

More aligned social media campaign

Expansion into adjacent categories

## **Vicks** (12 pages)

### Brand Story & Sales Performance (2 pages)

Long-established respiratory care brand with deep household familiarity

*Chart: Vicks global sales mid-2024 & mid-2025 (MSP, \$mn)*

*Chart: Vicks sales by category mid-2025 (MSP, \$mn)*

### Geographic Spread (2 pages)

Major presence around the world makes Vicks a global name

*Chart: Vicks sales by market mid-2025 (MSP, \$mn)*

### NPD & Innovation (4 pages)

Innovation beyond rubs into specialised vapour formats

Vicks continues to advance by expanding into adjacent categories

Recent expansion into analgesics opens a new category for Vicks

### Marketing Highlights (2 pages)

Emotion-led storytelling and high-reach media keep Vicks culturally relevant across generations

### Digital Strategy & E-commerce (1 page)

Digital presence focused on education and symptom reassurance

*Chart: Vicks USA internet & mail order CCA sales 2020-24 (MSP, \$mn)*

### Prospects & Opportunities (1 page)

Well-positioned to benefit from sustained growth in global respiratory self-care

## **Innovation Focus** (8 pages)

### Overview (1 page)

High-quality launches at a premium as NPD activity drops

*Chart: Global CHC NPD activity 2013-25*

*Chart: Global CHC 3\* & 4\* NPD activity 2013-25*

### NPD Highlights by Category (7 pages)

VMS and Derma categories generate most NPD activity

*Chart: Global CHC NPD activity by major category 2024-25*

*Chart: Global CHC NPD activity leading subcategories 2024-25*

Analgesics

Cough, cold & allergy

Gastrointestinals

Vitamins, minerals & supplements

Dermatologicals

Lifestyle CHC

## **WOW! Companies** (24 pages)

### **Hypera Pharma** (6 pages)

Runaway success in home market Brazil

*Chart: Hypera Pharma sales in Brazil mid-2024 & mid-2025 (MSP, \$mn)*

*Chart: Hypera Pharma leading brands in Brazil mid-2025 (MSP, \$mn)*

*Chart: Hypera Pharma sales by major category in Brazil mid-2025 (MSP, \$mn)*

### **Revance** (4 pages)

Acquisitive company is derma success story in competitive US market

*Chart: Revance sales in USA mid-2024 & mid-2025 (MSP, \$mn)*

International presence expanding, via mix of partnerships and e-commerce

*Chart: Revance leading brands in USA mid-2025 (MSP, \$mn)*

PanOxyl aims to provide a broad variety of acne solutions

Scale across HCP channel, e-commerce and bricks & mortar retail will drive ongoing success

### **Unilever** (14 pages)

Acquisitions move Unilever firmly into the CHC space

*Chart: Unilever global sales mid-2024 & mid-2025 (MSP, \$mn)*

Sharper focus following strategic divestments

*Chart: Unilever leading brands mid-2025 (MSP, \$mn)*

New CEO looks to future priorities and is ready to champion Unilever's Wellness portfolio

*Chart: Unilever sales by market mid-2025 (MSP, \$mn)*

*Chart: Unilever sales by major category mid-2025 (MSP, \$mn)*

Olly: Dynamic US brand, with supplements portfolio targeting female Millennials

Liquid I.V.: Dynamic hydration brand growing internationally thanks to strong marketing and proprietary formula

Vaseline: With petroleum jelly at its core, brand has successfully built a steadily-expanding health & beauty portfolio

SmartyPants: Credible leader in "clean", transparent high-quality nutrition

Notable NPD activity

Alpha Brain: Nootropic supplement line diversifying beyond core fitness & wellness to target video game enthusiasts

Online sales booming, with digital at the heart of strategy

Nutrafol: US DTC brand unlocks consumer retention

*Chart: Unilever USA internet & mail order sales 2020-24 (MSP, \$mn)*

*Chart: Unilever USA leading brands via internet & mail order channel 2024 (MSP, \$mn)*

*Chart: Nutrafol USA internet & mail order sales 2020-24 (MSP, \$mn)*

The secret to success

## **Success Factors** (7 pages)

### Key learnings (7 pages)