

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)