Nicholas Hall's
CHC REPORTS

CHC YEARBOOK

2020

THE ESSENTIAL GUIDE IN TODAY'S CHALLENGING MARKETS

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CHC Market Definition

Market sizes, growth rates and brand sales are, unless stated otherwise, based on Nicholas Hall & Company's global CHC database, ***DB6***. All data is being updated continually, and is believed to be accurate at the time of going to press.

Sales data is for the calendar year January – December for 2015-2019.

Sales data includes all non-prescription sales.

Data includes retail sales in all outlets. Mail order, multi-level, e-commerce and other non-retail sales are not included.

All market data is expressed at manufacturers' sales prices (MSP).

Market data is calculated in local currency and converted to US$ at the rate that applied on 31 December 2019.

Under-the-counter (UTC) sales are not included except in countries where there are few or no legal OTCs (such as Turkey) where UTC sales are included for products that fall within the DB6 category definition and would be considered consumer items in most established markets.

Non-prescribed sales of semi-ethical brands (which can be sold both with and without a prescription) are included in all sales estimates. Prescription sales of OTC-registered brands are included where these sales are significant.

Sales of traditional medicines (e.g. TCM, jamu and ayurvedic), homeopathic medicines, food supplements and medical devices are included where they are packaged and positioned alongside registered OTCs.

Manufacturers' sales data is based on branded products alone. Manufacturers' sales do not include any private label sales to retailers or bulk sales of unbranded products to other manufacturers or distributors. Sales of private labels are included in "others" in each subcategory.

Sales data for each manufacturer includes sales made by any national or international subsidiaries.

All acquisitions are added to manufacturers' historical data so growth excludes the effect of M&A activity.

Volume sales, where available, represent the absolute number of packs sold (unadjusted for size / dosage).

All forecasts take into account published socio-economic and demographic forecasts plus CHC-specific factors such as switch, regulatory change and historical trends.

DB6 CHC Categories & Subcategories

Analgesics

Systemic analgesics
Topical analgesics
Mouth & dental analgesics

Cough, Cold & Allergy

Cough remedies
Systemic cold & flu
Topical decongestants
Systemic decongestants
Chest rubs & inhalants
Sore throat remedies & medicated confectionery
Allergy remedies
Asthma remedies

Gastrointestinals

Antacids
Antiflatulents
Laxatives
Antidiarrhoeals
Antinauseants
Digestive enzymes
Liver & bile remedies
Antispasmodics & IBS remedies
Traditional digestive remedies
Other gastrointestinals

Vitamins, minerals & supplements

Single vitamins
- Vitamin A
- Vitamin B
- Vitamin C
- Vitamin D

VMS (cont.)

- Vitamin E
- Other single vitamins

Multivitamins
Pregnancy vitamins
Minerals
- Calcium
- Iron
- Zinc
- Magnesium
- Fluoride
- Other minerals

Hair & beauty supplements
Herbal & natural supplements
- Co-enzyme Q10
- Fish oils & omega 3
- Garlic
- Ginseng
- GLA
- Lecithin
- Royal jelly
- Other herbal & natural supplements

Herbal memory & brain health
Herbal antidepressants
Herbal & natural joint health
Herbal menopause supplements
Immune supplements
Eye health supplements
Probiotics
Tonics & cure alls
OTC tonic drinks
Chyawanprash

Dermatologicals

Acne remedies

Haemorrhoid preparations

Antifungals

- General antifungals
- Nail antifungals
- VYI treatments

Anti-itch products

Wound care

- Antiseptics & disinfectants
- Wound healers

Cold sore treatments

Scalp treatments

Lice treatments

Hair loss treatments

Wart & verruca treatments

Circulatory aids

Lip care

Derma (cont.)

Feminine intimate care

Eczema & psoriasis treatments

Other dermatologicals

Lifestyle OTCs

Smoking control

Sedatives & sleep aids

Stimulants

Eye care

Ear care

Urinary products

Prostate remedies

Systemic cardiovasculars

Obesity treatments

Erectile dysfunction

Daily oral contraception

Emergency hormonal contraception

Other lifestyle OTCs

DB6 Countries

North America

- Canada
- Puerto Rico
- USA

Western Europe

- Austria
- Belgium
- Denmark
- Finland
- France
- Germany

Western Europe (cont.)

- Greece
- Ireland
- Italy
- Netherlands
- Norway
- Portugal
- Spain
- Sweden
- Switzerland
- UK

Latin America

- Argentina
- Brazil
- Chile
- Colombia
- Ecuador
- Mexico
- Peru

Central & Eastern Europe

- Bulgaria
- Croatia
- Czech Republic
- Hungary
- Lithuania
- Poland
- Romania
- Russia
- Slovakia
- Slovenia
- Ukraine

East & South East Asia

- China
- Hong Kong
- Indonesia
- Malaysia
- Philippines

East & South East Asia (cont.)

- Singapore
- South Korea
- Taiwan
- Thailand
- Vietnam

Indian Subcontinent

- India
- Pakistan

Japan

Australasia

- Australia
- New Zealand

Rest of World

- Algeria
- Egypt
- Iran
- Israel
- Kazakhstan
- Morocco
- Nigeria
- Saudi Arabia
- South Africa
- Turkey
- UAE
- Other countries

Contact DB6

For further details of Nicholas Hall's Global CHC Database, ***DB6***, please contact the ***DB6*** team: Tel: +44 (0)1702 220 218

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Central & Eastern Europe

- Population 2019: 288.5mn
- OTC sales per capita 2019: $41.20

Chart 11: C&E Europe CHC market by category 2019

Category	$mn	19/18	% share
Analgesics	1,423	+6%	12
Cough, Cold & Allergy	3,150	+2%	27
Gastrointestinals	1,614	+4%	14
Vitamins, Minerals & Supplements	2,605	+5%	22
Dermatologicals	1,810	+3%	15
Lifestyle CHC	1,283	+6%	11
Total	**11,887**	**+4%**	**100**

*Source: Nicholas Hall Reports based on **DB6** (MSP)*

- Historically dynamic region has seen slowing of topline in recent years; growth in key market Russia is largely driven by price rises
- Economic prosperity via expanding middle class is a major growth driver in some markets, although C&EE still largely comprises diverse markets at different stages of development
- Political and economic instability across the region is reflected in CHC topline, potentially deterring MNC investment (although international players retain a commanding presence)
- Historical economic difficulties are still impacting some nations; currency devaluation hit Russian rouble strongly, political and economic instability are still a challenge and consumers are looking to reduce spending
- Several C&EE countries have joined the EU since 2004 (Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Slovakia, Slovenia, Bulgaria, Romania and Croatia), allowing for greater standardisation of OTC regulations
- These markets have been affected by EU-wide switches like pantoprazole, and reverse switches such as bufexamac and topical ketoprofen
- Regulatory focus across the region remains on safety and stricter control of medicines, with switch remaining a comparatively low priority, particularly in non-EU markets (although Russia saw limited number of switches in recent years)
- Wide income disparity has led to local players setting prices considerably lower than Western brand leaders, as well as launching cost-effective high-strength and large pack size presentations

Chart 64: Top 250 CHC marketers 2019 (cont.)

	Marketer	$mn	CAGR		Marketer	$mn	CAGR
183	Sanfer	90	+6%	218	Esteve	69	+3%
184	Orkla Health	88	+6%	219	Il Dong	69	+1%
185	UCB	87	-2%	220	Torrent	69	+13%
186	Nordic Naturals	87	+1%	221	Dermapharm	68	+8%
187	Zhuzhou Qianjin	87	+2%	222	Jingzhu Tibetan	68	+6%
188	Materia Medica	86	+5%	223	Insud Pharma	68	+28%
189	Solinest	86	+4%	224	Mayoly-Spindler	67	-5%
190	Dr Theiss Naturwaren	85	+18%	225	Julphar	67	+7%
191	Sopharma	85	+6%	226	Farmak	67	+12%
192	Cimed	84	+28%	227	Sofar	67	+2%
193	Karo Pharma	83	+0%	228	Yunnan Green A Biotech	67	+5%
194	Chiesi	82	+2%	229	PiLeJe	66	+18%
195	Fidia Farmaceutici	81	+5%	230	Hermes	65	+0%
196	Combe	80	+7%	231	Himalaya	65	+8%
197	Pohl Boskamp	78	+6%	232	Kin Fung	65	+3%
198	NeilMed	78	+7%	233	Hasco Lek	65	+9%
199	Tongyitang	77	+20%	234	ShenQi	65	-13%
200	Cinfa	77	+5%	235	Mankind Pharma	64	+15%
201	Zhejiang Jolly	76	+1%	236	Megalabs	64	+10%
202	CFP	76	-1%	237	AFH	63	+9%
203	CSPC	76	+11%	238	WN Pharmaceuticals	63	+0%
204	Medice	75	+7%	239	Dong Wha	63	+3%
205	Wakunaga	75	-2%	240	Spimaco	63	+2%
206	Guangzhou Xiang Xue	74	-6%	241	Infamed	62	+16%
207	Li Shizhen	74	+8%	242	Haw Par Healthcare	62	+15%
208	Emcure	73	+14%	243	Hubei Wushi	62	+1%
209	Eos Products	73	-8%	244	Shiseido	62	+0%
210	Wuhan Jianmin	72	+4%	245	Akorn	60	+7%
211	Cipla	72	+11%	246	Jilin Aodong	60	-1%
212	Woerwag	71	+13%	247	Sino Biopharm	59	+24%
213	Leo Pharma	70	+2%	248	Chong Kun Dang	59	+10%
214	Meiji Seika Kaisha	70	+1%	249	Centek	59	+6%
215	Shionogi Healthcare	70	+0%	250	Guangxi Bangqi	59	+27%
216	Eurofarma	69	+25%				
217	Orthomol	69	+0%	**Top 250 Total**		**84,120**	**+4%**

CAGR refers to period 2015-19

Source: Nicholas Hall Reports based on ***DB6*** *(MSP)*

Stada

Core business: Pharmaceuticals

Website: www.stada.com

Head office: Stadastraße 2-18, 61118 Bad Vilbel, Germany

Corporate turnover (2019): $2.9bn (+12%)

Total CHC sales (2019): $923mn (-1%)

Top CHC brands (2019): Magnyl ($60mn), Grippostad ($41mn), Snup ($40mn), Nizoral ($39mn), Vitaprost ($24mn), Aqualor ($22mn)

Principal markets for CHC products

C&E Europe (51% of total sales), Western Europe (46%), Asia-Pacific (1%)

Principal CHC categories & brands

Analgesics (8%): Kamistad, Paracetamol-Stada, Mobilat, Ibuprofen-EG

CCA (23%): Grippostad, Snup, Aqualor, Covonia, Nasen-AL, Xymelin, Lavomax

Gastrointestinals (7%): Essliver, Lactulose-Aliud, Glycerin-Nizhpharm

VMS (19%): Artra, Calcium Nycomed, Vitrum, Proenzi, Biopron, Magnetrans

Dermatologicals (29%): Nizoral, Hirudoid, Cetraben, Zeroderma

Lifestyle CHC (16%): Magnyl, Vitaprost, Hoggar, Urinal, Melaxen, Care

- Stada has entered the global CHC top tier via a series of acquisitions; in 2018 it announced plans to "realign" the company into three pillars (non-prescription OTC products, generics and specialty pharmaceuticals)
- 2020 saw restructuring in Austria, dividing the company into distinct Consumer Healthcare and Prescription Medicines arms there
- In 2019 it claimed it was "very selective" on M&A activity, and its acquisition strategy has proved effective in building scale in Europe (it is CHC No.3 in C&E Europe)
- 2018-19 it acquired marketing rights to Nizoral in Europe, the Middle East and Africa, several brands from Takeda and GSK, as well as Ukrainian company Biopharma
- Acquisition of Takeda brands made it the largest foreign investor in Russia's pharma industry
- Purchase of Walmark and a further portfolio of 15 established consumer health brands from GSK in 2020 secured its place as a top-tier CHC marketer
- Presence in Asia-Pacific boosted by 2020 acquisition of FERN C vitamin C-based nutritional range in Philippines

- Canada is brand's No.3 market after continued growth since 2009 launch; switch to mass-market status of small pack sizes in 2010 and rollout of nighttime presentation in 2016 benefited sales
- Aleve's largest other markets are in Latin America
- In Mexico Aleve (known as Flanax) differentiates from rivals with indication for muscular pain; launched Flanax Nocto (Aleve PM equivalent) in 2017

Doliprane (Sanofi)

- Only sold in France (generates over 90% of total sales), Algeria and Morocco, paracetamol-based Doliprane ranks 6th among systemic analgesics worldwide
- The majority of versions are semi-ethical and reimbursed at 65%; brand's steady sales show the importance of reimbursed status to consumers
- To support brand among pharmacists, Sanofi offers training courses – distance learning or evening classes – on pain management issues
- Growth driven by high-strength paracetamol 1g presentations, boosted by ongoing trade ads
- France's reverse-switch of codeine in July 2017 saw line extension Codoliprane (codeine, paracetamol) become Rx
- A pure OTC range launched in 2015, comprising Doliprane Caps 1,000mg, Doliprane Tabs 1,000mg and 500mg, Doliprane Orodoz, Doliprane Vitamine C, Doliprane Codeine and paediatric syrups Doliprane Liquiz 200mg and 300mg, most of which are available for self-selection
- TV ads in 2018 focused on promoting Doliprane Liquiz and Doliprane Caps, with ads ending with the tagline, "Because all pain counts"
- Online promotion includes contreladouleur.fr, an online platform designed to provide information and support for consumers suffering from chronic pain
- Doliprane range includes cold & flu presentations under the Dolirhume name (No.7 position in France's systemic cold & flu category), backed with TV ads featuring a superhero who effectively relieves cold & flu symptoms

Gaviscon (RB)

- Present in over 40 markets worldwide (owned and marketed by RB in almost all), Gaviscon is the No.1 OTC antacid globally and leads the traditional antacids segment; its strong presence across numerous countries is a result of RB's creation of a strong and unified international image

8. Hot Topics

Coronavirus pandemic

- SARS-CoV-2 is a novel coronavirus, causing the disease Covid-19; it originated in Wuhan, China in December 2019 but subsequently spread worldwide within three months
- On 11th March 2020 WHO declared the outbreak a pandemic
- As of 27th April the virus is known to have infected nearly 3mn people and killed more than 200,000
- SARS-CoV-2 has proved difficult to contain as sufferers are contagious but asymptomatic during early incubation period, making it harder to identify and quarantine those infected
- The rapid spread is having an increasing impact on economies, industries and businesses worldwide
- Supply and demand for crucial medicines has been impacted; China reportedly makes over 150 crucial drugs, including blood pressure pills, and produces roughly 40% of the pharma industry's active ingredients
- Key OTCs and supplements whose supply will be affected include paracetamol, ibuprofen and vitamins
- Leading pharma players will likely be able to limit effects of supply problems in the short term, but longer-term issues may lead to shortages
- As person-to-person transmission within infected communities increases and government policies change, it will affect where people go to seek treatment (hospital vs pharmacy) and what treatment is given (Rx vs OTC)
- With only mild symptoms reported in around 80% of cases, official advice in many countries may be for otherwise healthy adults to self-isolate and treat with OTCs
- Yet in developing countries the high proportion of vulnerable individuals suffering immunocompromising diseases (HIV, chronic malnutrition) may see more people suffer severely
- Impact on the CHC market is already becoming apparent with sales of antiseptics & disinfectants, antibacterial hand gels, face masks, immune-boosting supplements and OTC antivirals all seeing significant upturn in sales
- Beiersdorf ramped up production of medical grade disinfectants in its European production network, L'Oréal increased mass production of its La Roche Posay hand sanitiser, while Pierre Fabre reconfigured a shampoo production line at one of its French factories to start producing a hydro-alcoholic gel
- Meanwhile, pharma players including J&J, GSK and Sanofi are working fast to develop a vaccine

Chart 69: Legal status of ingredients in selected European markets (I)

	Belgium	France	Germany	Italy	Spain	UK
Allergy / Asthma remedies						
acrivastine	U	U	Rx	U	U	M
azelastine	P	P	P	P	Rx	Rx
beclometasone (nasal)	Rx	P	P	P	P	M
budesonide (nasal)	Rx	Rx	Rx	Rx	Rx	Rx
cetirizine	P	P	P	P	P	M
clemastine	U	U	P	U	U	P
dexchlorpheniramine	P	P	U	P	P	Rx
fexofenadine	P	Rx	Rx	P	P	Rx
fluticasone	P	Rx	P	Rx	P	M
ketotifen	Rx	Rx	P	P	Rx	Rx
levocabastine	P	P	P	P	P	P
levocetirizine	P	Rx	Rx	Rx	Rx	Rx
loratadine	P	P	P	P	P	P
meclozine	P	P	Rx	U	P	P
mometasone (nasal)	P	Rx	P	Rx	Rx	P
triamcinolone	P	Rx	Rx	Rx	P	P

continued

Chart 73: Brands & Marketers Index (cont.)

Brand	Key Category	Countries	Marketer
Tempra	systemic analgesics	Mexico	RB
		Philippines	Taisho
		Indonesia	Taisho
Thealoz	eye care	France	Théa
		Italy	Théa
		Spain	Théa
		Belgium	Théa
		Germany	Théa
		Poland	Théa
TheraFlu	systemic cold & flu, systemic decongestants	USA	GlaxoSmithKline
		Russia	GlaxoSmithKline
		Poland	GlaxoSmithKline
		Switzerland	GlaxoSmithKline
		Hungary	GlaxoSmithKline
		Canada	GlaxoSmithKline
		Romania	GlaxoSmithKline
		Mexico	GlaxoSmithKline
		Kazakhstan	GlaxoSmithKline
		South Korea	GlaxoSmithKline
		Ukraine	GlaxoSmithKline
		Slovakia	GlaxoSmithKline
ThermaCare	topical analgesics	Germany	Angelini
		USA	Pfizer
		Italy	Angelini
		Switzerland	Angelini
		Austria	Angelini
Thrive	*see Nicotinell*		
Tiger Balm	topical analgesics	Thailand	Haw Par Healthcare
		China	Xiamen Tiger Medicals/ Haw Par Healthcare
		USA	Prince of Peace
		India	Alkem
		Germany	Queisser

continued