Chart 2: Global CHC sales by category 2021

Title	$mn	21/20	% share
Analgesics	20,347	+6%	13
Cough, Cold & Allergy	28,512	+4%	19
Gastrointestinals	18,350	+7%	12
Vitamins, Minerals & Supplements	48,370	+6%	32
Dermatologicals	20,040	+0%	13
Lifestyle CHC	15,306	+7%	10
Global Total	**150,925**	**+5%**	**100**

*Source: Nicholas Hall Reports based on **DB6** (MSP); retail sales via stores only*

- After the Covid-19 pandemic had a significant impact on almost all CHC categories in 2020 (notably benefiting VMS and holding back CCA), most saw some return to more normal growth rates in 2021
- Gastrointestinals was the fastest-growing major category, driven by a "return to normal lifestyles" seen across many regions, as consumers enjoyed eating out and travelling once again, with particularly dynamic performances in oral rehydration treatments, antidiarrhoeals and liver & bile remedies
- Lifestyle CHC grew well, with sustained demand for sedatives & sleep aids resulting from increased anxiety and mental health issues, while sexual health categories like EHC, daily OCs and ED treatments also performed well
- Analgesics saw systemics advance thanks in part to recommendations for OTCs for treating fever and pain following Covid vaccinations, while topicals were boosted by dynamism in USA as Voltaren gained momentum in a competitive category
- Vitamins, Minerals & Supplements posted good growth, albeit at a slower rate, held back by a levelling-off of immunity-related categories, as vitamin C flatlined and immune supplements retracted (although zinc and vitamin D advanced); probiotics and calcium supplements improved on 2020 growth
- Cough, Cold & Allergy returned to positive growth following a historic low-level incidence of colds & flu, with cough remedies and topical decongestants among the larger drivers, alongside strong growth in smaller segments like chest rubs & inhalants; nevertheless, CCA sales remained below their pre-pandemic level
- Dermatologicals was the weakest major category as the previous year's huge spike in demand for antiseptics & disinfectants dipped, although growth elsewhere offset the double-digit decline, with strong showings from wound healers, anti-itch, haemorrhoid preparations, hair loss and eczema & psoriasis treatments

Australia

- Population 2021: 25.8mn
- CHC sales per capita 2021: $112.32

Chart 42: Australia CHC market by category 2021

Category	$mn	21/20	CAGR
Analgesics	400	+6%	+2%
Cough, Cold & Allergy	551	+3%	+2%
Gastrointestinals	236	+2%	+0%
Vitamins, Minerals & Supplements	1,042	+2%	-1%
Dermatologicals	323	+2%	+1%
Lifestyle CHC	346	+15%	+4%
Total store sales	**2,898**	**+4%**	**+1%**
Total internet & mail order sales	**222**	**+27%**	**+20%**
Total direct sales	**180**	**+1%**	**+1%**
Total all channels sales	**3,301**	**+6%**	**+2%**

*Source: Nicholas Hall Reports based on **DB6** (MSP); Total all channels sales includes retail sales via stores plus internet & mail order sales and direct sales*

Chart 43: Australia leading CHC marketers & brands 2021

Marketer	% share	Brand	% share
GlaxoSmithKline	11.4	Swisse (Health & Happiness)	5.0
Sanofi	10.9	Blackmores (Blackmores)	4.9
Johnson & Johnson	7.3	Panadol (GSK)	4.7
Blackmores	5.9	Inner Health (Metagenics)	2.9
Reckitt	5.4	Nurofen (Reckitt)	2.9

*Source: Nicholas Hall Reports based on **DB6** (MSP); retail sales via stores only*

After most of Australia's CHC categories posted declines in 2020, the market recovered in 2021. VMS is still held back by China's e-commerce law and Covid-19 restrictions that led daigou sellers to destock inventory and reduce trade. Nevertheless, demand for wellness & immunity products increased in 2021, while the practitioner-only segment is growing. CCA returned to positive growth as cold & flu levels normalised and NPD picked up. Analgesics grew thanks to launch activity and pharmacist recommendations for OA alternatives to modified-release paracetamol, upscheduled from S2 to S3 in 2020. Lifestyle CHC sales soared as sedatives & sleep aids boomed, benefiting from 2021 switch of prolonged-release melatonin, plus increased levels of stress & anxiety.

Stada

Core business: Pharmaceuticals

Website: www.stada.com

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

Corporate turnover (2021): $3.5bn (+8%)

Total CHC sales (2021): $1.0bn (+0%)

Top CHC brands (2021): Nizoral ($41mn), Magnyl ($37mn), Aqualor ($31mn), Grippostad ($27mn), Venoruton ($25mn)

Principal markets for CHC products

Western Europe (55% of total sales), C&E Europe (40%), Asia-Pacific (2%)

Principal CHC categories & brands

Analgesics (10%): Paracetamol-Stada, Kamistad, Synthol, Mobilat, Itami

CCA (27%): Aqualor, Grippostad, Snup, Orofar, Covonia, Bisolvon, Nasen-AL

Gastrointestinals (8%): Dulcolax, Lactulose-Aliud, Laxoberal, Daosin, Essliver

VMS (17%): Cetebe, Biopron, Proenzi, Artra, Calcium Nycomed, Vitrum, Magnetrans

Dermatologicals (27%): Nizoral, Venoruton, Hirudoid, Cetraben, Zeroderma

Lifestyle CHC (10%): Magnyl, Hoggar, Vitaprost, Urinal, Care+, Prostenal, Lomudal

- Stada has entered the global CHC top tier via a series of acquisitions
- Organic line extensions, international expansion and marketing initiatives around brands such as Grippostad, Nizoral and Snup were complemented by successfully integrating recent acquisitions like Walmark (2020)
- 2020 saw it expand its sales & distribution agreement for Enzymatica's ViruProtect cold spray across a wide range of markets, including C&EE countries and Scandinavia; agreement extended to include Vietnam in 2021
- In mid-2021 bought 16 brands from Sanofi in 13 European countries, such as France, Germany, Italy, Poland and Spain, as part of strategy of acquiring local "hero" brands that have strong regional customer loyalty; also agreed to distribute and market around 50 Sanofi brands in multiple European markets
- In line with its go-to-partner strategy, Stada announced a licencing agreement with Slovenian-based Medis Consumer Health in August 2021, covering distribution of herbal topical analgesic Rowiren in Scandinavia
- Launched Bio360 probiotics and Nuvia supplements in USA in 2021, where Stada has not been active so far; also acquired US-based Friska, which sells branded products in area of vitamins, minerals and nutritional supplements

Chart 65: CHC merger, acquisition, alliance & joint-venture activity 2017-2022 (cont.)

Year	Company	Activity
2022	Galderma	acquired Alastin Skincare (USA)
2022	Gryphon	to acquire Metagenics (USA)
2022	GlaxoSmithKline	to spin off its Consumer Healthcare business and be renamed Haleon (global)
2022	Hindustan Foods	to acquire a 100% equity stake in Reckitt Benckiser Scholl India
2022	Hypera Pharma	acquired eight CHC brands and four Rx medicines marketed in Brazil, Mexico and Colombia from Sanofi (LatAm)
2022	IFF	to acquire Health Wright Products (USA)
2022	JB Chemicals & Pharmaceuticals	to acquire a number of brands from Sanzyme (India)
2022	Karo	acquired E45 and related sub-brands from Reckitt (UK)
2022	Kerry	acquired Natreon, including its US and Indian facilities (USA / India)
2022	Klinge Pharma	to acquire Kohle-Compretten tablets and Ultracarbon soluble granules from P&G (Germany)
2022	Laboratorios Rubió	acquired FisioPharma (Spain)
2022	Mayoly Spindler	to acquire Ipsen's OTC business (France)
2022	Midsona	to acquire Vitality (Finland)
2022	Montefarmaco	signed exclusive sales agreement with Ipsen for DiosmectalGo antidiarrhoeal and Paxabel laxative (Italy)
2022	Nestlé Health Science	to acquire a majority stake in Orgain (USA)
		to acquire PronoKal (Spain)
2022	Organon	acquired rights to Marvelon and Mercilon (China)
2022	Orkla Health	acquired Healthspan (UK)
2022	Perrigo	to acquire French-based HRA Pharma (global)
2021	Rohto	to acquire a 67.2% share in Amato Pharmaceutical (Japan)
2022	RS Group	to acquire Unilever Life (Thailand)

continued

Chart 68: Legal status of ingredients in selected world markets

	Australia	Canada	China	Japan	Mexico	N. Zealand	USA
Systemic analgesics							
codeine	Rx	P	Rx	M	Rx	Rx	Rx
diclofenac	P	Rx	P	Rx	M	P	Rx
ibuprofen	M	M	M	M	M	M	M
ketoprofen	Rx	Rx	Rx	Rx	M	P	Rx
naproxen sodium	P	M	M	Rx[1]	M	P	M
Topical analgesics							
diclofenac	M	M	M	M	M	M	M
felbinac	P	U	P	M	U	P	U
flurbiprofen (lozenges)	M	Rx	Rx	Rx	M	P	Rx
ibuprofen	M	U	M	M	Rx	M	U
ketoprofen	P	U	M	M	Rx	Rx	U
piroxicam	M	Rx	P	U	M	M	Rx
Cough & cold remedies							
acetylcysteine	M	P	P	Rx	M	M	Rx
ambroxol	U	U	P	M	M	U	U
carbocisteine	U	Rx	M	M	M	P	U
dextromethorphan	P	M	M[2]	M	M	P	M
pseudoephedrine	P	P	P	M	U	Rx	M[3]

[1] Approved for OTC switch in 2021
[2] Single-ingredient oral DXM formulations reverse-switched to Rx status in 2021
[3] Solid form PSE moved to BTC status nationally in 2006

continued