

CHC YEARBOOK

2022



THE ESSENTIAL GUIDE IN TODAY'S CHALLENGING MARKETS

- CHC category analysis
- Company & brand profiles
- Mergers, acquisitions & joint-ventures
- Rx-to-OTC Switch
- Hot Topics
- New Product Development & Innovation
- Global, regional & country coverage
- Latest year-end data from *DB6*



Nicholas Hall's
CHC REPORTS

CHC FACTS & FIGURES IN FOCUS

A vital resource for Consumer Health marketers, offering instant access to the key facts & figures needed to support quick and accurate decision-making, including full year-end 2021 sales data from the only dedicated worldwide CHC sales database.

Expanded coverage – New for 2022

CHC YearBook 2022 edition includes

All channels data for the total CHC market, including splits for Store, Direct and Internet & mail order sales. Selected chapters will feature added detail of sales via Direct (MLM) and Internet & mail order channels, reflecting the latest information from our dedicated **DB6** database.



CHC YearBook is used by top OTC, pharma and consumer health companies, investment banks and consultants around the world.

Depending on your requirements, the report is available in various digital licences (Site or Global) or as individual print copies.

Please refer to the order form for more details.

With extensive knowledge and experience in benchmarking the world of consumer health, Nicholas Hall's *CHC YearBook 2022* provides a focused set of data and analysis. Find all the facts, all the figures, at your fingertips.



Global Review

Highlighting major developments and global trends, and forecasting the CHC outlook for the future



Leading Brands

The leading 250 CHC brands by sales – PLUS concise profiles of the Top 25 brands



Regional Review

8 major regions come under the spotlight, with the focus on key markets, trends and developments



Hot Topics

Analysis of the latest hot-button issues affecting consumer health, such as personalisation, sustainability and Covid's impact on CHC.



Leading Markets

Coverage of the Top 15 markets includes topline data by category, leading marketers and brands – PLUS a country-by-country review of regulations, switch environment, advertising and distribution



Rx-to-OTC Switch

Overview of the switch environment in key markets – PLUS profiles of significant Rx-to-OTC switches



Category Review

Global coverage of Analgesics, CCA, Gastrointestinals, VMS, Derma and Lifestyle CHC



New Product Development & Innovation

Overview of latest activity in delivery formats and NPD across CHC categories.



Leading Companies

Profiles of the Top 20 CHC players across the world. Leading 250 CHC marketers by sales with CAGR 2017-21



Global Retailing

Comprehensive overview of the fast-changing global retailing environment - PLUS major retailer profiles



Mergers & Acquisitions

All the major M&A activity, joint-ventures and alliances since 2017 – PLUS coverage of multiples paid for acquisitions in the CHC industry



Essential Reference Tables

Information on classification of ingredients, company ownership, brands & marketers and manufacturers' associations – PLUS a CHC glossary

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