

CHC YEARBOOK

2020



THE ESSENTIAL GUIDE IN TODAY'S CHALLENGING MARKETS

Key Features

Consumer health trends & developments on a global, regional and country level, with individual chapters covering:

- Major CHC categories
- Company & brand profiles
- M&A and j-v activity
- Rx-to-OTC Switch
- New Product Development & Innovation
- Hot topics
- ... and much more

With over 70 charts featuring the latest year-end data from **DB6**

CHC FACTS & FIGURES IN FOCUS

A vital resource for Consumer Health marketers, offering instant access to the vital facts & figures needed to support quick and accurate decision making.

CHC YearBook 2020 gives you the most up-to-date and fully-informed picture of the CHC industry around the world, featuring expert analysis and incorporating full year-end 2019 data from the only dedicated worldwide CHC database, Nicholas Hall's unique and invaluable **DB6** Global CHC 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 2020* 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 current topics affecting consumer health such as CBD, e-Commerce and other growth opportunities



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, including medical devices



Leading Companies

Profiles of the Top 20 CHC players across the world. Leading 250 CHC marketers by sales with CAGR 2015-19



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 2015 – PLUS coverage of multiples paid for acquisitions in the CHC industry 2015-2020



Essential Reference Tables

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



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