

PHARMACEUTICAL TRENDS

Top Categories of Over-the-Counter Medication Sales in Canada, 2022

Rank	Category	2022 \$ (millions)	% change vs. 2021
1	Vitamins	966	3.5%
2	Pain Relief	931	15.8%
3	Cough & Cold Relief	760	109.9%
4	Natural Health Supplements	494	3.6%
5	Digestive-Intestinal Health Treatment	461	4.3%
6	Allergy	249	3.4%
7	Habit Treatment	173	2.2%
8	Nasal Relief	137	31.6%
9	Topical Treatments	116	3.6%
10	Miscellaneous	52	4.1%
11	Travel Air Remedies	61	18.7%
12	Calm Sleep & Mood Enhancements	43	2.1%
TOTAL OTC		4,444	17.3%

Source: IQVIA, National, Grocery Banners+Drug+Mass Merchandisers, 52 week period.
www.iqvia.com