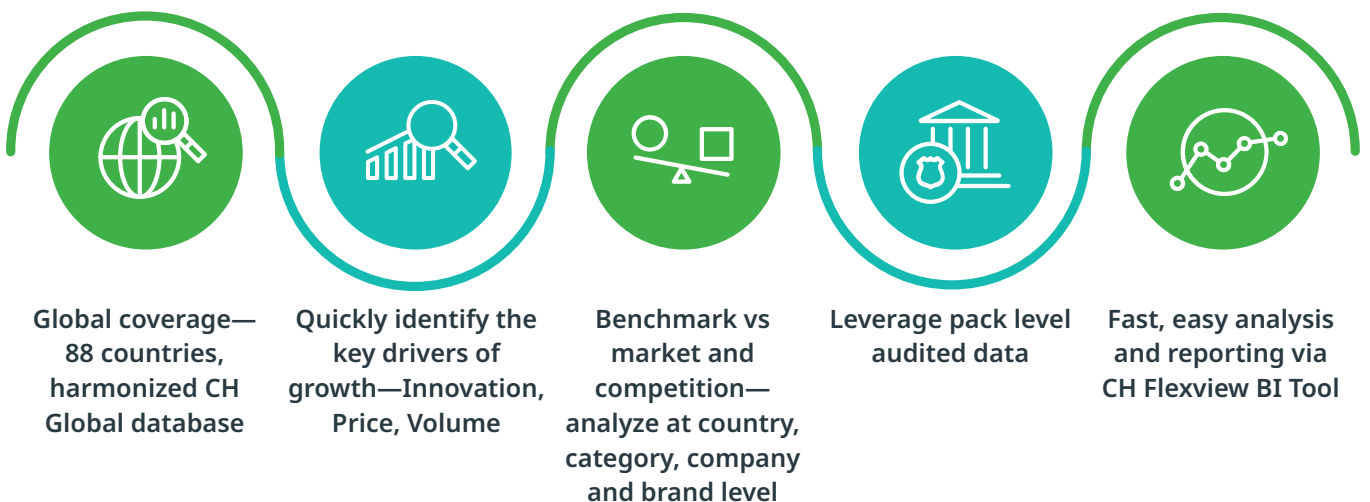


# IQVIA Consumer Health Innovation Tracker & Drivers of Growth

Innovation is the single biggest driver of growth in today’s Consumer Health market. Shape your growth strategy and deepen your understanding of how to deliver innovation success by benchmarking your performance against the market and your competitors.



## IQVIA Consumer Health’s Drivers of Growth analysis breaks market growth down into 4 elements:

- 1. New Products:** Launched in last 3 years
- 2. Line Extensions:** New packs of existing products, launched in last 3 years
- 3. Price:** Growth attributable to changes in price
- 4. Volume:** Growth attributable to changes in unit sales

### Drivers of OTC Global Growth



MAT Dec 2020 vs 2017.

# Innovation Tracker—Uncover the role of innovation in your key categories and countries

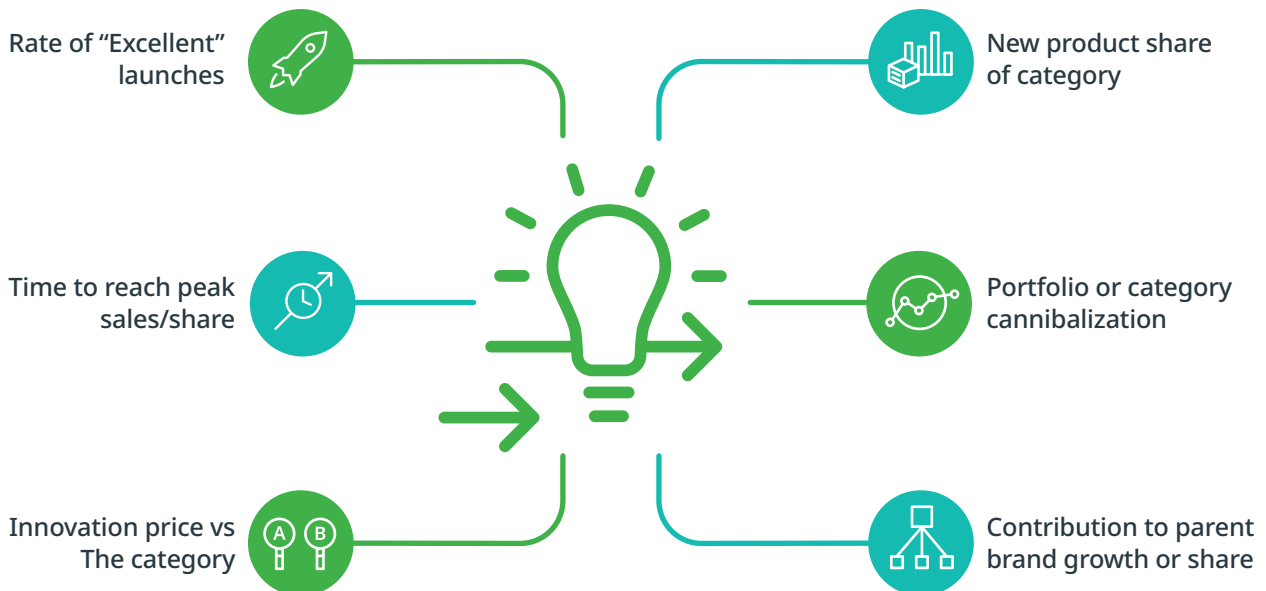
- Tracking key metrics such as the Freshness Index\*, determine which categories experience the most innovation.
- Assess the market from different perspectives to compare innovation across companies and brands.

Freshness Index ranges from  
**6–18%**  
in the top 20  
OTC categories

In the most innovative category, 5 of top 10 companies have  
**over 30%**  
of sales from new launches

## Get the complete picture of innovation success

Leveraging the granularity of IQVIA Consumer Health’s Global Data, our Innovation Tracker & Drivers of Growth gives you a clear picture of what innovation success really looks like. We go beyond sales data to give you the critical insights you need to ensure your innovation delivers consistent and sustainable ROI.



### IQVIA CONSUMER HEALTH INNOVATION TRACKER AND DRIVERS OF GROWTH ANALYSIS

**Countries:** Global scope: 88 countries

**Categories:** OTC, Personal Care and Nutrition

**Insights:** IQVIA CH Flexview online BI Tool enabling fast access to insights and dashboards

**Growth Driver Measures:** New Product, Line Extension, Price, Volume

**Innovation Indicator:** Quickly identify product or pack launches in last 3 years

**Sales Start Date:** Filter launches by period of first sales

\* = % of sales accounted for by innovation