



 **KlinePULSE**

CONSUMER HEALTHCARE INDUSTRY TRENDS

U.S. Annual Subscription Service

2021

 **Kline**

➤ PROGRAM HIGHLIGHTS

- Based on Kline's vast database of market size and industry trends
- Updated with rigorous, always-on primary and secondary research
- Comprehensive coverage of OTCs and supplements, including sales data
- Full picture assessment of all distribution channels
- Emerging industry trends
- Exclusive subscriber benefits
- Fresh content published monthly

➤ 2021 PROPOSED PUBLICATION SCHEDULE*

With KlinePULSE, you will receive timely updates on the industry:

1. Four In-Depth reports will provide comprehensive assessments of important business issues.
2. Eight Hot Topic briefs will provide timely, succinct deliverables that are easily digestible and will help inform business decisions throughout the year.

APR 21	MAY 21	JUN 21	JUL 21	AUG 21	SEP 21
Recent Rx-to-OTC Switch Case Studies	Topical and Oral Analgesics	Immune Support	Cough, Cold and Flu	Allergy	Sleeping Aids: Devices, OTCs, and Natural products
OCT 21	NOV 21	DEC 21	JAN 22	FEB 22	MAR 22
Digestive Health and Probiotics	Retail Channel Distribution Trends	Prevention Versus Treatment Executive Presentation**	Anxiety, Stress and Mental Wellness	Nutritional Supplements	Year in Review and Industry Outlook

LEGEND:

In-Depth Report

Hot Topic Brief

****Exclusive Premium Subscriber Benefit**

*Subject to change based on charter subscriber input and industry developments



PRODUCT CATEGORIES

Immune Support

- Vitamins B12, C, and D
- Calcium
- Zinc
- Magnesium
- Echinacea
- Elderberry
- Turmeric

Cough/Cold/Flu

- Cold medications
- Cough syrup
- Cough drops and sore throat lozenges
- Nasal decongestants
- Chest rubs

Allergy

- Oral sedating antihistamines
- Oral low-and-non-sedating antihistamines
- Intranasal steroids
- Eye allergy drops

Digestive Health

- Antacids
- Antidiarrheal medications
- Laxatives
- Prebiotics
- Probiotics

Analgesics

- Oral analgesics
- Topical analgesics

Stress, Anxiety, and Mental Wellness

- CBD
- Ashwagandha
- Chamomile
- GABA
- Kava Kava
- Lavender
- L-Theanine
- Rhodiola
- SAM-e
- Valerian

Nutritional Supplements

- Multivitamins
- Single-letter vitamins
- Minerals

Specialty supplements

- Brain health
- Eye health
- Heart health
- Joint health

Sleeping Health

- OTCs
- Natural and herbals
- Pain + sleep
- Sleep devices

RETAIL CHANNELS

Drug stores

Mass merchandisers

Warehouse clubs

Food/grocery stores

Convenience stores

Health food stores

Dollar stores

Online

DELIVERABLES

MARKET INSIGHTS

- Reports look at the big picture, delivering key insights, growth drivers, market dynamics, product trends, and where the industry is headed.

TRUSTED, OBJECTIVE MARKET SIZING AND FORECASTS

- Sourced from extensive primary and secondary research
- IRI MULO data forms a basis of our estimates
- Further refined to include sales via alternate channels from our B2B interviews with marketers and other industry participants
- Objective source to inform new product developments, benchmark the competition, discover emerging industry trends, and uncover opportunities for growth
- Full coverage of all channels of distribution including drug, food, mass, dollar, convenience, health food, online, and other alternate channels
 - Sales and market share for leading brands and suppliers
 - Outlook and five-year forecasts based on primary research

DATA AND INSIGHTS

- Using our 40+ year history of tracking the consumer healthcare market, Kline provides detailed analysis of the self care market that is unrivaled.
- Our vast network of industry contacts and deep understanding of brands, categories and manufacturers yields in-depth analysis and actionable insights.
- New market trends and developments
 - Shifts in retail distribution
 - Holistic look at categories to consider all forms of competition from adjacent markets including supplements, natural products, devices, Rx drugs, etc.
 - Outlook including five-year forecasts with clear assumptions spelled out

EMERGING TRENDS

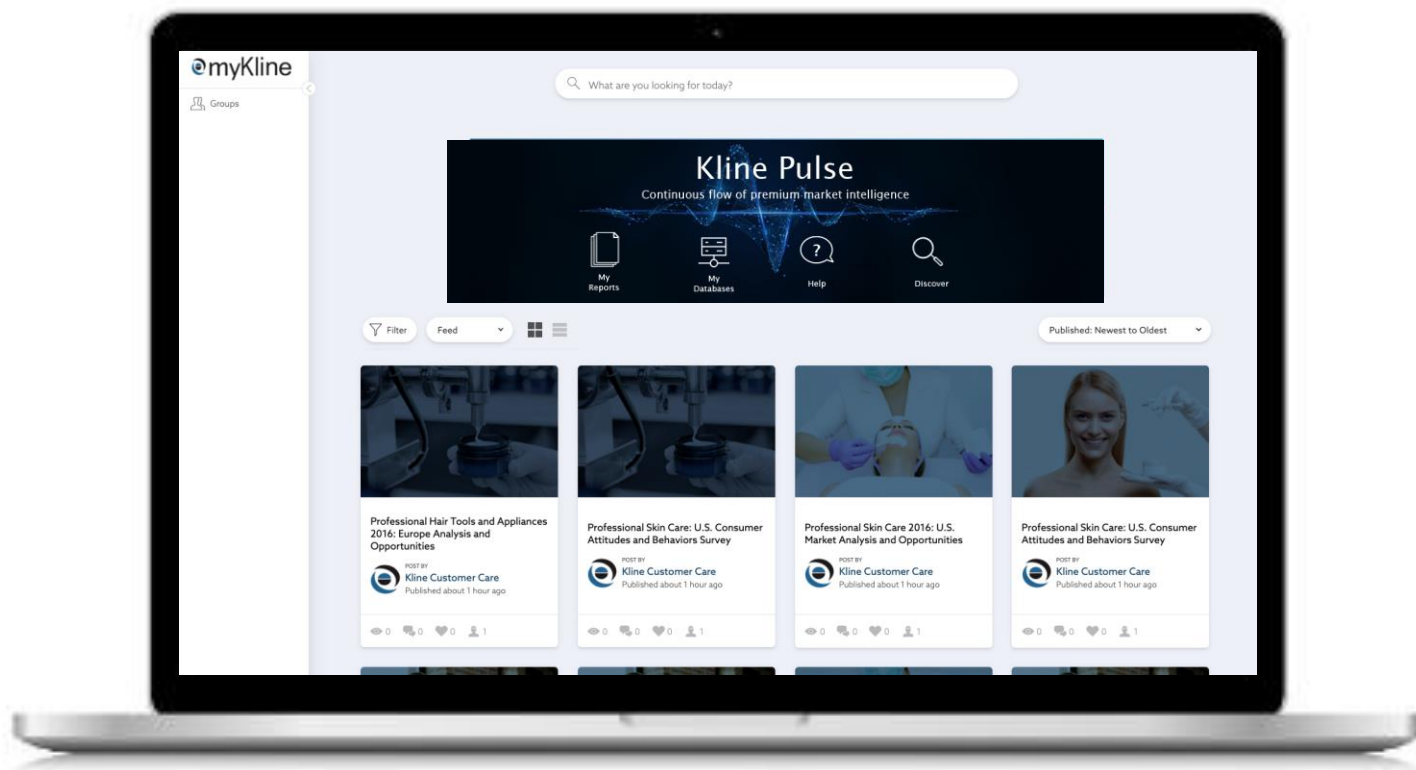
- Our reports take a deep dive into important topics impacting the industry, such as wellness, telemedicine and medical apps, and immunity.

EXCLUSIVE SUBSCRIBER BENEFITS

- Our seasoned team of industry experts is at your disposal to deliver a customized presentation, help you dive deeper into our content, and prep for planning meetings and the coming year. One day of dedicated service time is included per year.

NEW! KlinePULSE

Our new, easy-to-use online report delivery system lets you access our incisive research in a flexible and time-saving manner.



Time-saving functionalities of KlinePULSE

Full portfolio search ability

Powerful, AI-based search functionality that makes it quick and easy to find your content

Multiple filters

Deep filtering options by industry, type, content, and publication

Easy access to reports

View reports and attachments in-app or download them

Personalized feed

Like, follow, bookmark, share, and flag for review

➤ SUBSCRIPTION BENEFITS

Subscribers receive a continuous flow of our premium market intelligence content.



- Validate internal data and assumptions
- Trusted third-party source
- Stay abreast of market developments and trends
- Assess the market and competition
- Identify opportunities and threats
- Inform new product development
- Evaluate channel diversification opportunities
- Strategic planning



Kline is a worldwide consulting and research firm dedicated to providing the kind of insight and knowledge that helps companies find a clear path to success. The firm has served the management consulting and market research needs of organizations in the agrochemicals, chemicals, materials, energy, life sciences, and consumer products industries for more than 60 years.

For more information, visit www.KlineGroup.com.

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