

03 May 2022 | Interviews

Over The Counter 3 May 2022: Which COVID Trends Are Here To Stay? With IQVIA Consumer Health's Prasanna Pitale

by [David Ridley](#)

In this episode, HBW Insight talks to IQVIA Consumer Health's Prasanna Pitale about the company's research on the recent self-care trends that will endure after COVID-19. Pitale points to wellness and prevention, Rx-to-OTC switch and naturals as drivers of long-term change in the global consumer health market. Sustainability and artificial intelligence are also noted as important disruptors that OTC companies need to act on if they are stay ahead of the pack in the years ahead.

[Click here to explore this interactive content online](#) ✨

Further Reading:

[*Global Consumer Health Market Will Emerge Out Of Pandemic Stronger Than Ever*](#)

[*Are Rx-To-OTC Switches Worth The Trouble? Yes They Are, IQVIA Data Shows*](#)

[*HBW Insight's Key Takeaways From 2021: #1 Join The Self-Care Movement*](#)

[*HBW Insight's Key Takeaways From 2021: #2 Get Serious About Sustainability*](#)

[*HBW Insight's Key Takeaways From 2021: #3 Keep Your Eye On AI*](#)

[*Artificial Intelligence In Consumer Health: Reality, Challenge And Opportunity*](#)

[*Over The Counter 14 March 2022: 'What's Hot' In UK Consumer Health? With Stuart Mayell*](#)

Five Must-Know Things About The UK's Digital Self-Care Revolution

Further Listening

These and all other podcasts are available on the Informa Pharma Intelligence channel on [Apple Podcasts](#), [Google Podcasts](#), [SoundCloud](#) and [TuneIn](#) - and also now on [Spotify Podcasts](#) - and via smart speakers if one of these platforms has been set up as your default podcast provider.

Over The Counter Theme Music:

Warm Vacuum Tube by Admiral Bob (c)

Copyright 2019 Licensed under a Creative Commons Attribution (3.0) license