HBW INSIGHT
CITELINE COMMERCIAL

26 Jan 2023 | **Interviews**

Outlook 2023: Self-Care Policy, Cosmetics Regs, Supply Issues And Sustainability Are Top Priorities For Trade Associations

by HBW Insight Team

Leading trade groups are working with members to address OTC drug product shortages and other supply issues, advocating for policies that usher self-care forward post-pandemic, tackling new cosmetics regulations, and doing their part for the health of the planet and society.

HBW Insight asked leading trade associations for insight into their expectations, priorities and programming for 2023. Here's how the Consumer Healthcare Products Association, Global Self-Care Federation, Natural Products Association, Cosmetics Europe and others responded to our prompt.

"2023 will be the year of..."

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Scott Melville
President & CEO,
Consumer Healthcare
Products Association

...demand, production, and innovation.

While the core historic growth drivers of self-care – cost, convenience, and trust – remain very much in force, there are new and increasing factors enhancing demand for consumer healthcare products now and for the foreseeable future. This includes this winter's unprecedented "tripledemic" of respiratory illnesses (influenza, RSV and COVID-19) that is leading to significantly higher demand for fever reducing, cough-cold, and immune support products, as well as consumer medical devices to monitor and diagnose personal health conditions.

And with this heightened consumer demand – which recently triggered a 65% increase in sales for some of these products compared to the same time the previous year – comes increased pressure on industry to maintain and enhance production. Identifying ways to safeguard global supply chain resilience is a priority, both for our industry and for policy makers who want to ensure adequate supply of essential medicines during challenging times. Which is why production will continue to be a major focus for CHPA and its member companies in 2023.

Finally, the year ahead is certain to be one CHPA continues to press for more regulat

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