

PHARMACEUTICAL TRENDS

Top 10 Categories of Over-the-Counter Medication Sales in Canada, 2020

Rank	Category	Sales in \$ 52 week period, ended April 10, 2021	% change vs. 2019
1	Natural health supplements	616,690,000	1
2	Headache and migraine relief	576,884,000	-15
3	Vitamins	538,689,000	9
4	Energy & nutrition products	394,552,000	4
5	Allergy and sinus relief products	249,355,000	2
6	Medical nutritional supplements	227,963,000	7
7	Laxatives	192,033,000	9
8	Upset stomach remedies	188,910,000	1
9	Antismoking products	167,661,000	2
10	First aid preparations	156,975,000	1

Source: IQVIA, National All Channels, 52 week period.
www.iqvia.com