

PHARMACEUTICAL TRENDS

Top Categories of Over-the-Counter Medication Sales in Canada, 2021

Rank	Category	2021 \$ (millions)	% change vs. 2020
1	Vitamins	933	1.8%
2	Pain Relief	803	0.2%
3	Natural Health Supplements	472	5.8%
4	Digestive/Intestinal Health Treatment	443	4.2%
5	Cough & Cold Relief	362	-14.2%
6	Allergy	241	2.8%
7	Habit Treatment	170	3.0%
8	Topical Treatments	112	-0.5%
9	Nasal Relief	104	3.5%
10	Travel Air Remedies	52	3.9%
11	Miscellaneous	49	2.0%
12	Calm Sleep & Mood Enhancements	42	-0.7%
TOTAL OTC		3,782	0.5%

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