

28 Mar 2024 | Interviews

Over The Counter 2 Apr 2024: Analyzing The Spin-Out Trend In Consumer Health, With HBW's Malcolm Spicer And Tom Gallen

by [David Ridley](#)

In this episode, HBW Insight's Europe and US editors bring their expertise to bear on the current trend towards standalone OTC companies in global consumer health. We look at four major players: Haleon, which separated from GSK almost two years ago; Kenvue, soon to celebrate its first anniversary as a new company; Sanofi Consumer Healthcare, which is poised to split from its pharma parent; and Bayer, which has decided to buck the trend, holding on to its consumer health division. We discuss some of the advantages of becoming a standalone company, for example in leaning into a wider concept of self-care.

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