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# 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.

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