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# Over The Counter 20 March 2023: The Shape Of The Global OTC Market To Come, With IQVIA Consumer Health's Amit Shukla

by [David Ridley](#)

In this episode, HBW Insight catches up with IQVIA Consumer Health's vice president of global consulting services, Amit Shukla, to find out how the global consumer healthcare market is performing as it comes out of the pandemic. It's good news, Shukla reveals, based on the firm's latest intelligence. The market grew double digits in 2022 and is predicted to expand by 5-6% per year in the future - even faster if some of the innovative switches currently in the pipeline succeed. Shukla points to artificial intelligence, sustainability and popular wellness ingredients as trends to watch that will drive future market growth.

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