

11 Sep 2023 | Interviews

# Over The Counter 11 Sept 2023: Trends Shaping The OTC Industry Today, With BSS Consulting's Birgit Schuhbauer

by [David Ridley](#)

In the second part of HBW Insight's exclusive interview with OTC industry veteran Birgit Schuhbauer, we discuss the trends that will shape the future of consumer health. Drawing on her extensive experience in OTC, most recently as global vice president of J&J's Self Care franchise and president of the AESGP, Schuhbauer gives her views on consumer shifts towards self-care and prevention, digitalization and e-commerce, supply chain resilience and sustainability. Schuhbauer also offers an insiders perspective on moves by companies like Kenvue and Haleon to spin out as independent OTC players, and the implications for Rx-to-OTC switch.

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[NEXT On The Agenda: A Digital Incubator To Propel Consumer Health Care](#)

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You can find the contact details for Birgit's new company, BSS Consulting, [here](#)