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Over The Counter 13 Nov 2023: How OTC Companies Can Respond To Preventative Health Trends, With Simon-Kucher & Partners

by [David Ridley](#)

In this episode, HBW Insight speaks to Simon-Kucher & Partners about the latest trends in preventative consumer health. Partner Christian Rebholz and senior director Lorenzo Eandi explain the findings from the company's recently published Better Health Report, which reached out to almost 3,000 consumers across the world. We take a deeper dive into Brazil, where consumers are spending more on than average on preventative health, and Germany, where consumers are spending less but are turning to digital tools thanks to government support. We also find out what consumer health companies can do to respond to a growing awareness of mental health, especially among women and the younger generation.

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Access Simon-Kucher & Partners' Better Health Report 2023 [here](#).

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