

Bayer AG in Consumer Health

February 2023

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Exposure to growth

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Bayer remains close to J&J in the rankings

Greatest competitor overlap comes from rivals in the US

Bayer's diverse portfolio spans wide range of regions and categories

Bayer places greater focus on innovation through e-commerce acquisitions

Bayer maintains strong global position across OTC markets...

...and consolidates its strong position within derma but loses share in analgesics

Several diverse approaches taken by Bayer to drive brand growth

COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES

Majority of Bayer's CCA sales come from North America

Antihistamines/Allergy remedies (systemic) remain Bayer's core offering

Astepro Allergy enters US market and contributes to Bayer's US CCA upturn in 2022

DERMATOLOGICALS

Strong global presence but growth starting to wane

Bayer benefits from diverse category presence across multiple regions

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Key findings

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