



The Consumer Healthcare Association

28 March 2022

PAGB annual review 2021: Navigating the future

PAGB has published its review of 2021, highlighting our work last year on behalf of member companies across the consumer healthcare industry.

The review, *Navigating the future*, details the ways in which we used our expert voice to help address the impact of post-EU exit trading arrangements, particularly the Northern Ireland Protocol.

It sets out our progress towards self-regulation and empowering self care, as well as showcasing the new guidance and training we launched around digital advertising, online sales, food supplements regulation and more.

Navigating the future also features an analysis of the UK consumer healthcare industry in 2021 by data insight specialists NielsenIQ, with a look at the likely ongoing impact of COVID-19 and rising living costs on consumer behaviour as 2022 unfolds.

Read more about the review and download the full document [here](#).

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Notes to editors:

PAGB, the consumer healthcare association, represents the manufacturers of branded OTC medicines, self care medical devices and food supplements in the UK.

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