

CATEGORY ADVICE 2023

HEALTHCARE



- **Market Insights**
- **Must Stock Lines**
- **Planograms**





Placing medicines onto shop floor is proven to increase sales by 30 to 40%.

Shoppers say it's embarrassing and inconvenient to ask for health products.

Healthcare drives 2x increase in basket spend.

On average a basket spend is £8.27.
A basket with healthcare can increase spend to £17.81!

(Kantar WPO OTC 52 weeks 9th July 23)

Growing category.

The ageing population means people are suffering from more minor ailments and are increasingly being encouraged to self medicate, partly to take the strain off the NHS.

Ideal for Convenience channel.

Sufferers will not travel far if not feeling well, so medicines are bought at the most convenient location.

83% of Total Value comes from 6 categories.

Adult Oral Analgesics, Cold & Flu, Children's Pain Relief, Heartburn & Indigestion, Cough Remedies and Decongestants contribute to 83% of total Medicine sales in the Independent Convenience market.

(Nielsen OTC Medicines Impulse Value Sales MAT: 30.04.2023)

The Medicines & Health care category generally has **less price sensitivity**, as shoppers need something to fix their discomfort as soon as possible.

4 in 5 shoppers have changed how they manage their Health & Wellbeing due to COVID.

Patients who would have previously attended the GP with any given symptoms are now more comfortable self-medicating with medicines bought in store.



DIGESTIVE HEALTH

64% of adults have experienced some form of Digestive Health issue. Small stores have outperformed the market in Indigestion with the subcategory now delivering nearly 72% of total Digestive Health value for the channel.

The following key brands in the category are known for different reasons and must be available to drive the category value further.

619277	RENNIES SPEARMINT	24'S
619288	RENNIES PEPPERMINT	24'S
527103	GAVISCON LIQ ANISEED	150ML
201990	GAVISCON DBL ACTION LIQ	150ML
383371	GAVISCON BDL ACTION 12/10	12'S
527239	IMODIUM	7's

Full range of Rennie and Gaviscon available in depots now.

There are 72m diarrhoea episodes in the UK per year with 59% of episodes being untreated.
(Manufacturer Data: Johnson & Johnson, 2021)

VITAMINS

Largest Vitamins brand in the channel and the biggest value contributor in the Vitamins (energy) category
BEROCCA EFFERVESCENT 15's (SKU 809032)

Anti Tiredness is a significant category in the channel and is a must stock
PRO PLUS 24's (SKU 113659)

- 1 Use Cold & Flu and Allergy as joint "Seasonal Space" by merchandising the two together. In this way it is easy to flex space in seasons – allocating more to Allergy in Spring/Summer and giving more space to Cold & Flu in Autumn/Winter.
- 2 Giving shoppers a solution for all their health needs, even if space is limited. Focus on the biggest SKUs in the category if space is limited.
- 3 Make it easy to find and don't hold it behind the counter as shoppers will be unlikely to ask, especially if it is an embarrassing condition.
- 4 Put signs at the front door, highlighting that you sell healthcare is a must, so customers know even before they get to the fixture. Highlight it at the fixture with signage – the basic pharmacy green and white cross is a key identifier of healthcare.
- 5 Seasonal Focus – Flex space given to core winter/summer meds categories, as strong seasonal uplifts for some categories warrant increased space.

PAIN RELIEF - All year round

Nurofen Express Tablets 10's
SKU 564009
Nurofen is the largest adult oral analgesic brand in the market.

Galpharm Ibuprofen 200mg Caplets 16's
SKU 577760
Galpharm is the next best alternative in the adult oral analgesics category.

Calpol Infant 100ml Liquid
SKU 598669

By far the largest kids medicine brand within Health Care.

Calpol 6 Plus Bottle Syringe Pack
SKU 577099

A mission where parents are prepared to spend.

Nurofen for Children
SKU 451008
Next biggest selling brand providing an alternative active ingredient.

Most commonly purchased area of Healthcare Brands offer higher cash margin.

COUGH, COLD & FLU – Seasonal peaks from September - March

Lemsip Max Cold & Flu Lemon 5's
SKU 628615
Largest brand in Cold & Flu.
Citrus is top flavour over blackcurrant in Healthcare.

Lemsip Max Cold & Flu Capsules 16's
SKU 549782
An alternative on-the-go format from the largest brand.

Benylin Dry & Tickly Cough Syrup 150ml
SKU 161208
Best selling cough SKU with 31% of total Cough remedies sales.

Strepsils Honey & Lemon 16's
SKU 767292
Well recognised Medicated Confectionary brand with a popular flavour.

ALLERGY - All year round & seasonal peaks from February - August

Piriteze Allergy Tablets 7's
SKU 491440

Largest allergy product in Convenience and growing at +40.2%.

Active Ingredient: Betirizine hydrochloride.

Clarityn Allergy Tablets 7's
SKU 808812

An alternative active within the allergy category, offering shopper choice.

Active Ingredient: Loratadine



Must Stock Lines

CATEGORY ADVICE
2023

These are the 'Must Stock' lines which shoppers expect to see in a convenience store.
By stocking these lines, you will be meeting your shoppers' needs and therefore they will visit your store again.

ADULT PAIN RELIEF

Fever (high temperature) and all types of pain including some of the below:
• Headaches • Migrane • Muscle aches • Back Ache/Pain • Dental Pain



COLD AND FLU REMEDIES

Cold & flu, including aches, pains, nasal
Congestion and lowering temperature



COUGH SYRUPS

Coughs and
sore throats



DECONGESTANT

Blocked nose,
aches and fever



MEDICATED SORE THROAT

Mouth & throat
infection



ADULT VITAMINS



- 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

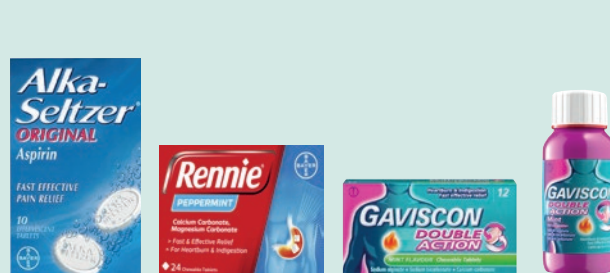
KIDS' PAIN RELIEF

Kids' pain, fever and
other ailments



HEARTBURN AND INDIGESTION

Indigestion, heartburn, acid indigestion,
upset stomach and more



DIARRHOEA RELIEF

Diarrhoea,
bloating and gas



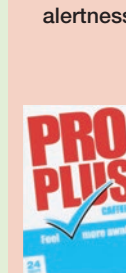
ALLERGIES

All allergies including hayfever



ANTI TIREDNESS

Anti
tiredness
Mental
alertness



PREGNANCY



FIRST AID

First Aid



SEXUAL HEALTH

Contraception



- 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31



Must Stock Lines

CATEGORY ADVICE
2023

1



**GALPHARM IBUPROFEN CAPLETS
16'S**
SKU CODE: 577760

2



**WELL PARACETAMOL CAPSULES
16'S**
SKU CODE: 620203

3



**NUROFEN EXPRESS LIQUID
10'S**
SKU CODE: 564009

4



**NUROFEN 12/11
12'S**
SKU CODE: 969101

5



**NUROMOL DUAL ACTION PAIN RELIEF
TABLETS 12'S**
SKU CODE: 807125

6



**ANADIN EXTRA 12/11
12'S**
SKU CODE: 958072

7



**PANADOL EXTRA ADVANCED 12/10
14'S**
SKU CODE: 739153

8



**DEEP HEAT HEAT RUB
35G**
SKU CODE: 444545



Must Stock Lines

CATEGORY ADVICE
2023

9



**LEMSIP MAX COLD & FLU
5 SACHETS**
SKU CODE: 628615

13



**SUDAFED NOSE SPRAY 5/4
15ML**
SKU CODE: 497587

10



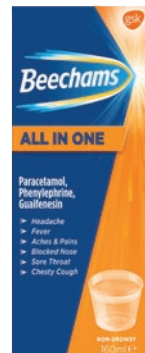
**LEMSIP MAX STRENGTH CAPSULES
8'S**
SKU CODE: 675029

14



**STREPSILS HONEY & LEMON
16'S**
SKU CODE: 767292

11



**BEECHAMS ALL-IN-ONE 6/5
160ML**
SKU CODE: 984225

15



**BEROCCA ENERGY VITAMIN TABLETS
15'S**
SKU CODE: 809032

12



**COVONIA DRY & TICKLY COUGH LINCTUS
150ML**
SKU CODE: 536554

16



**BONJELA SOOTHING GEL
15ML**
SKU CODE: 547647



Must Stock Lines

CATEGORY ADVICE
2023

17



**NUROFEN CHILD STRAWBERRY
100ML**
SKU CODE: 451008

21



**RENNIES PEPPERMINT
24'S**
SKU CODE: 619288

18



**CALPOL INFANT SUGAR FREE
100ML**
SKU CODE: 598669

22



**GAVISCON DOUBLE ACTION 12/10
12'S**
SKU CODE: 383371

19



**CALPOL 6+ BOTTLE
80ML**
SKU CODE: 577099

23



**GAVISCON DOUBLE ACTION LIQUID
150ML**
SKU CODE: 201990

20



**ALKA SELTZER ORIGINAL
10'S**
SKU CODE: 502289

24



**IMODIUM CAPSULES
6'S**
SKU CODE: 527239



Must Stock Lines

CATEGORY ADVICE
2023

25



**PIRITEZE
7'S**
SKU CODE: 491440

29



**GERMOLENE
30G**
SKU CODE: 566810

26



**GALPHARM HAYFEVER &
ALLERGY RELIEF 7'S**
SKU CODE: 458777

30



**ELASTOPLAST WATERPROOF
20'S**
SKU CODE: 430372

27



**PRO PLUS
24'S**
SKU CODE: 113659

28



**CLEARBLUE DIGITAL
PREGNANCY TEST SINGLE**
SKU CODE: 818292

31



**DUREX EXTRA SAFE
6'S**
SKU CODE: 221752



CATEGORY ADVICE
2023

**For more information including planograms
and advice on other key ranges, go to
www.bestwaywholesale.co.uk/categoryadvice**