

CATEGORY ADVICE 2023

HEALTH & BEAUTY



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Stock PMPs as they are footfall drivers.

Nearly 50% of shoppers say they are more likely to shop in a Convenience store that sells price-marked packs.

BABY CARE

Shoppers are valuable as they spend up to 38% more than the average shopper, ensure to stock the Must Stock Baby range as a minimum.

(Kantar Worldpanel Data)

Shoppers look for brands that they know and trust.

More than 1/3 personal care shoppers will NOT switch brand if their usual product isn't available in store.

Checkout our Must Stock range which includes key brand SKU's.

PACK FORMATS

Where space allows, stock multiple pack formats of categories as shoppers are usually format loyal. i.e deodorant aerosols and roll-on deodorants.

Price, brand and product quality are the three most important influences on a Personal Care shopper's buying choice.

(Lumina Intelligence CTP – December 2021)

Focus on core toiletries by offering a breadth of needs rather than a depth of choice.

Refer to our 'Must Stock Lines'.



Market Insight

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Baby Food and Baby Care

- 2/3 of baby care shoppers will go elsewhere if they can't find their usual brand on shelf
- Pants account for 34% of nappy sales which are forecast to grow to 50% of the category by 2030¹
- Sales of nappies size 6 and above have tripled over the past 8 years, accounting for 34% of sales in 2022¹

Source: [1] Supplier Manufacturer Data: Procter & Gamble, 2022.



Male and Female Toiletries

- It is important to stock both male and female razors (particularly in larger stores) as they are designed to meet different needs
- Shoppers are loyal to either gel or foam. Make sure you stock both in store.¹
- Make sure you stock both male AND female deodorants and that your range includes body sprays/anti-perspirants and you have both aerosols and roll-ons as shoppers are format-loyal.

Source: [1] Supplier Manufacturer Data.

Oral Care

- Oral care category is growing at +11.6% in independent channel¹
- Maximise oral care sales, by stocking a range of toothpastes that cover the biggest segments of sales – daily care, whitening and sensitive.
- Ensure you have a toothbrush, toothpaste and mouthwash merchandised on shelf.

Source: [1] Nielsen – Oral Care – Total Market & Impulse – Value Sales – MAT: 01.10.2022.



Hair & Skin Care

- 77% of hair care trips feature only one hair care item. Be sure to merchandise complete ranges from cross-category sales¹
- 64% of UK women have long hair¹
Stock up from a variety of brands like Palmolive, Head & Shoulders, Balsam and TRESemmé to meet their needs.
- 40% of hand creams are bought on impulse.²
Make sure to stock a variety of products to meet the customer requirements from hand cream, lip care and facial wipes.

Source: [1] Proprietary Brand Manufacturer Research: Procter & Gamble, 2023. [2] Supplier Manufacturer Data: Johnson & Johnson, 2021.



Female Care

- The basket size of a female care shopper is up to 30% more valuable than the average health & beauty shopper.¹
- Stock a range of different formats (sanitary towels and tampons) and absorbencies as 67% women still experience leaks.¹
- Position female care close to baby care where possible as many customers cross shop between the two categories.

Source: [1] Manufacturer Data: P&G, 2021.





Must Stock Lines

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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.

BABY FOOD				BABY TOILETRIES										
														
1	2	3	4	5	6	7	8	9	10	11				
ORAL CARE					MALE TOILETRIES							HAIR CARE		
														
12	13	14	15	16	17	18	19	20	21	22	23	24	25	
WASHING & BATHING					SKIN CARE, FEMALE DEODORANTS & BODY SPRAYS							FEMALE CARE		
														
26	27	28	29	30	31	32	33	34	35	36	37	38		



Must Stock Lines

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1



**APTAMIL FIRST MILK
800G**
SKU CODE: 444454

2



**APTAMIL FIRST RTF MILK
200ML**
SKU CODE: 56547

3



**HEINZ CREAMY OAT PORRIDGE
120G**
SKU CODE: 765841

4



**FARLEY'S RUSK ORIGINAL
9 BISCUITS**
SKU CODE: 524060

5



**HUGGIES PURE BABY WIPES PM £1
56 WIPES**
SKU CODE: 186750

6



**BEST-ONE SENSITIVE BABY WIPES
PM £1 64 WIPES**
SKU CODE: 786934

7



**JOHNSON'S BABY SHAMPOO PM £2
300ML**
SKU CODE: 615321

8



**JOHNSON'S BABY POWDER
200G**
SKU CODE: BW 112802 BAT 261399



Must Stock Lines

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9



PAMPERS BABY DRY TAPED SIZE 6
PM £6.49 19'S
SKU CODE: 810241

13



COLGATE WHITENING
75ML
SKU CODE: 815480

10



PAMPERS BABY DRY TAPED SIZE 5
PM £6.49 23'S
SKU CODE: 810233

14



SENSODYNE GENTLE WHITENING
50ML
SKU CODE: 395792

11



PAMPERS BABY DRY TAPED SIZE 4
PM £6.49 25'S
SKU CODE: 810236

15



COLGATE TOOTHBRUSH PM £1
SINGLE
SKU CODE: 797881

12



COLGATE UCP PM £1
75ML
SKU CODE: 814900

16



LISTERINE COOL MINT PM £1.59
250ML
SKU CODE: 764265



Must Stock Lines

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17



**GILLETTE BLUE II FIXED RAZORS
5 RAZORS**
SKU CODE: 814976

21



**NIVEA DEODORANT COOL KICK
150ML**
SKU CODE: 167840

18



**GILLETTE SHAVING SENSITIVE
200ML**
SKU CODE: BW 200060 BAT 340052

22



**ENLIVEN HAIR GEL XHOLD PM £1
250ML**
SKU CODE: 815478

19



**RADOX SHOWER GEL AWAKE PM £1.25
225ML**
SKU CODE: 815475

23



**HEAD & SHOULDERS 2IN1 CLASSIC
CLEAN PM £2.99 225ML**
SKU CODE: 742941

20



**LYNX BODY SPRAY AFRICA PM £3.99
200ML**
SKU CODE: 816389

24



**ALBERTO BALSAM SHAMPOO
RASPBERRY PM £1 350ML**
SKU CODE: 436767



Must Stock Lines

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25



**ALBERTO BALSAM CONDITIONER
RASPBERRY PM £1 350ML**
SKU CODE: 436791

29



**RADOX SHOWER REFRESH PM £1.25
225ML**
SKU CODE: 815479

26



**DOVE CREAM BAR
4 X 90G**
SKU CODE: 810688

30



**CAREX ALOE VERA HAND GEL
50ML**
SKU CODE: 679811

27



**CAREX HANDWASH ORIGINAL PM £1.49
250ML**
SKU CODE: 810636

31



**SOFT & GENTLE FRESH BLOSSOM
PM £1.59 150ML**
SKU CODE: 810807

28



**CAREX HANDWASH ALOE PM £1.49
250ML**
SKU CODE: 810637

32



**IMPULSE BODY SPRAY TRUE LOVE
PM £1.29 75ML**
SKU CODE: 807314



Must Stock Lines

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33



**NIVEA LOTION NORMAL
250ML**
SKU CODE: BW 804327 BAT 711898

36



**ALWAYS ULTRA NIGHT TIME PM £2.69
9'S**
SKU CODE: 814871

34



**SIMPLE CLEANSING FACIAL WIPES
PM £2 25 WIPES**
SKU CODE: 811979

37



**KOTEX MAXI NIGHT-TIME PM £1.15
10'S**
SKU CODE: 493664

35



**VASELINE LIP THERAPY ORIGINAL
20G**
SKU CODE: BW 540955 BAT 556782

38



**TAMPAX COMPAK SUPER PM £3.49
18'S**
SKU CODE: 814739



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