

# Up close and personal

Stock up on the health and personal care products most in demand and watch your sales grow as a result



**W**hile customers may associate your store with their daily essentials, such as bread, milk, confectionery or their sandwich at lunch, are they aware that they can buy their health and personal care products in store too?

By offering a great range, you can drive incremental sales. Stocking the products most in demand, such as the leading brands of soap, deodorant, toothpaste, shampoo and shave gel, will result in great sales and drive customer loyalty too.

Just follow our three-step guide for great results.

## 1 The right range

Use Plan for Profit's core range guide to identify the products your customers most want to buy and then stock up!



[Click here to view the core range](#)



**TOP TIP**

Shoppers are looking for brands they can trust, so stock the bestsellers



## 2 Tell your customers

Use eye-catching POS in store to help customers find your range and communicate any offers with strong on-shelf signage. Don't forget to use social media to shout about your range.

The toiletries category within independent stores is seeing growth of **8.2%** year on year, driven almost exclusively by skin cleanse.\*

## 3 Offer great value

In addition to stocking promotions on the leading brands, make sure you offer price marked packs of the leading brands. Not only do these grab the attention of customers, but they give shoppers the confidence that they're being charged the right price which can help increase basket spend.

**TOP TIP**

Alongside your existing range of handwashes and hand gels, consider adding handy sizes of hand gels, siting them on the fixture and also at the till point as 65%\* of customers buy a hand gel on impulse.

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## Over-the-counter medicines

With autumn and winter comes coughs, colds and bugs, as well as a potential rise in Covid-19 cases once again. Offering a wide range of over-the-counter medicines will mean your store is a lifeline when customers are feeling unwell.

During the winter months, expect demand for cold and flu products, cough syrups and painkillers to increase as customers look to self-treat their symptoms.

Don't forget fever and pain relief for infants and children including painkiller suspensions and teething gels.

All year round, don't forget these health care heroes:



[Click here to view the core range](#)



## Advice for selling over-the-counter medicines

There is no legal prohibition on the sale of over-the-counter medicines such as aspirin and paracetamol in convenience stores. However, it is recommended that you do not sell products containing aspirin to a person under 16 or an analgesic (such as paracetamol) to anyone under the age of 12. You should also never sell any such product in quantities greater than 32 tablets in one transaction to anyone.

Source: \*Nielsen: Independents - OTC Meds, Value Sales, MAT 01.08.2020

Plan for Profit has a core range of essential healthcare products which includes:



**TOP TIP** Dual site pocket tissues on clip strips to drive additional basket spend



Over-the-counter medicines are worth more than **£90m** in independent stores each year\*

**nicorette**  
do something incredible

Are you stocking  
**THE NO.1**  
Nicotine Replacement Brand?

NRT shoppers are valuable - spending 57% more than typical Self Care shopper<sup>1</sup>



Source: Nielsen - NRT - Total Market - Value Sales - MAT: 18.06.2022  
Source: Nielsen Scantrack | Data to WE 26.06.21 | 11

Stock up on  
GB's No.1  
Mouthwash  
Brand\*

**LISTERINE**<sup>®</sup>

**MUST STOCK**  
COOL MINT

PMPS OFFER SHOPPERS  
PRICE CONFIDENCE



Source: Nielsen - Mouthwash - Total Market - Value Sales - MAT: 18.06.2022