

THERE'S NO MATCHING A SCRATCHING

No.1 BRAND¹

No.2 BRAND¹

31% of pork snack sales are made on Impulse²

Drive incremental snack sales
by siting clipstrips with beer, wine and spirits

VAT FREE | great taste | HIGH P.O.R.

TAKE THAT PUB TASTE HOME

Sources: 1. Circana Market Advantage | Symbols & Independents GB | Pork Snacks | Value Share | Actual | 52 w/e | 17-Aug-24.
2. Norstat | February 2024 | Convenience Channel Shoppers.



Wellness for winter

Cold and flu season is hitting hard and retailers who have the most in-demand products will beat the winter blues

As people continue to self-medicate, this presents a key opportunity for retailers to provide a mix of winter medicines and remedies products that cover all bases and all formats. Convenience stores are ideally placed to maximise sales as convenience and availability are key drivers for customers in this category.

Adult pain, cough, cold and flu medications account for **64%** of the total medicines category within the independent channel

(Source: Nielsen – OTC Medicines – GB Total Coverage & Total Impulse – Value Sales – MAT 20.04.24)

TOP TIP Merchandise a range of tissues, including pocket-size packs



Shoppers on distress missions spend **1.75x** more than average

(Source: Kantar Worldpanel 2020)

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WE'RE STAYING AT £1 **£1 GREAT VALUE**

Sharing PMPs make up **61%** of all snack sales¹

Golden Wonder £1 PMPs are **outperforming** total Sharing PMPs **(+21% vs +6%)²**

Sources: 1. Circana Market Advantage | Symbols & Independents GB | Snacks and Sharing PMPs | Value Sales | Actual and 4 Years Ago | 52 w/e | 17-Feb-24. 2. Circana Market Advantage | Symbols & Independents GB | Snacks | Units | 52 w/e | 17-Feb-24 versus 4 Years Ago.



Cup of wellness

Brewing a cup of Typhoo's rebranded healthier herbal and functional tea range, Herbalistas, could be the key to boosting health and warding off illness over the winter months. Fruit and herbal infusions, long consumed for their perceived health benefits, have seen the strongest unit growth in a stagnant tea category¹.

The Grocer Hot Beverages Trends report highlighted that hot drinks are increasingly providing those everyday health boosts. And the interest in wellness is far more than a passing fad, according to Kantar.



(Source: Kantar 52 w/e 12.05.24)

Click for more insights in the Focus On Health & Beauty guide 

click for contents 

Focus points

One of the advantages of the medicines category is it generally has low price sensitivity as shoppers need something they trust to make them feel better as quickly as possible. This means it's important to have the branded bestsellers on display.

Distress medicine purchases are common, so make sure it's easy for customers to see what you have available with clear price points if you stock them behind the counter. Displaying medicines on the shop floor will help grow your sales as it increases visibility and makes customers think of medicines when they're in store. Dual site for maximum sales opportunities.

Ensure all the key SKUs and segments, from cold and flu remedies and decongestants to medicated confectionery and cough liquids, are included in your fixture and block by segment for ease of shopping. SHS advises to lead with Lemsip – capsules and sachets – as it is the number-one winter meds brand. Make good use of POS to highlight your range.

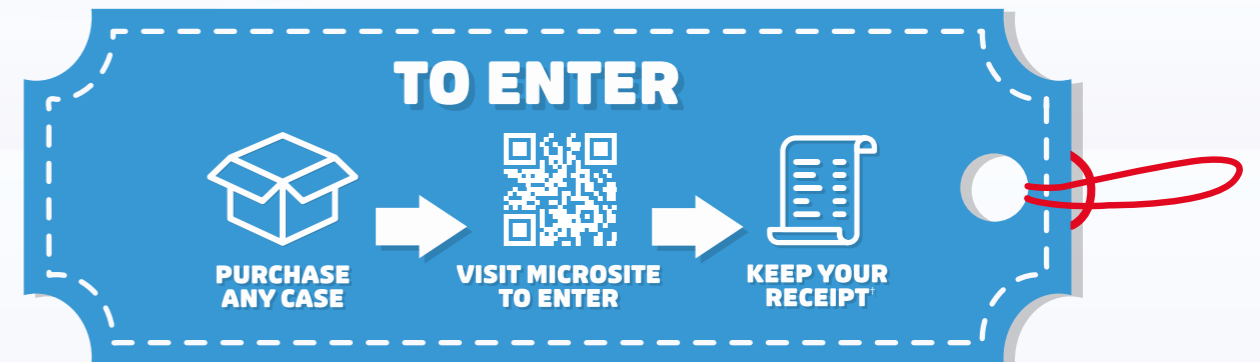


50% of cold & flu sales come from capsules and **43%** from hot drinks

(Source: Smartview Convenience 52 week MAT 16.06.24)

Deck the shelves for your chance to WIN* £10,000

STOCK UP TO ENTER, 1 CASE = 1 ENTRY



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