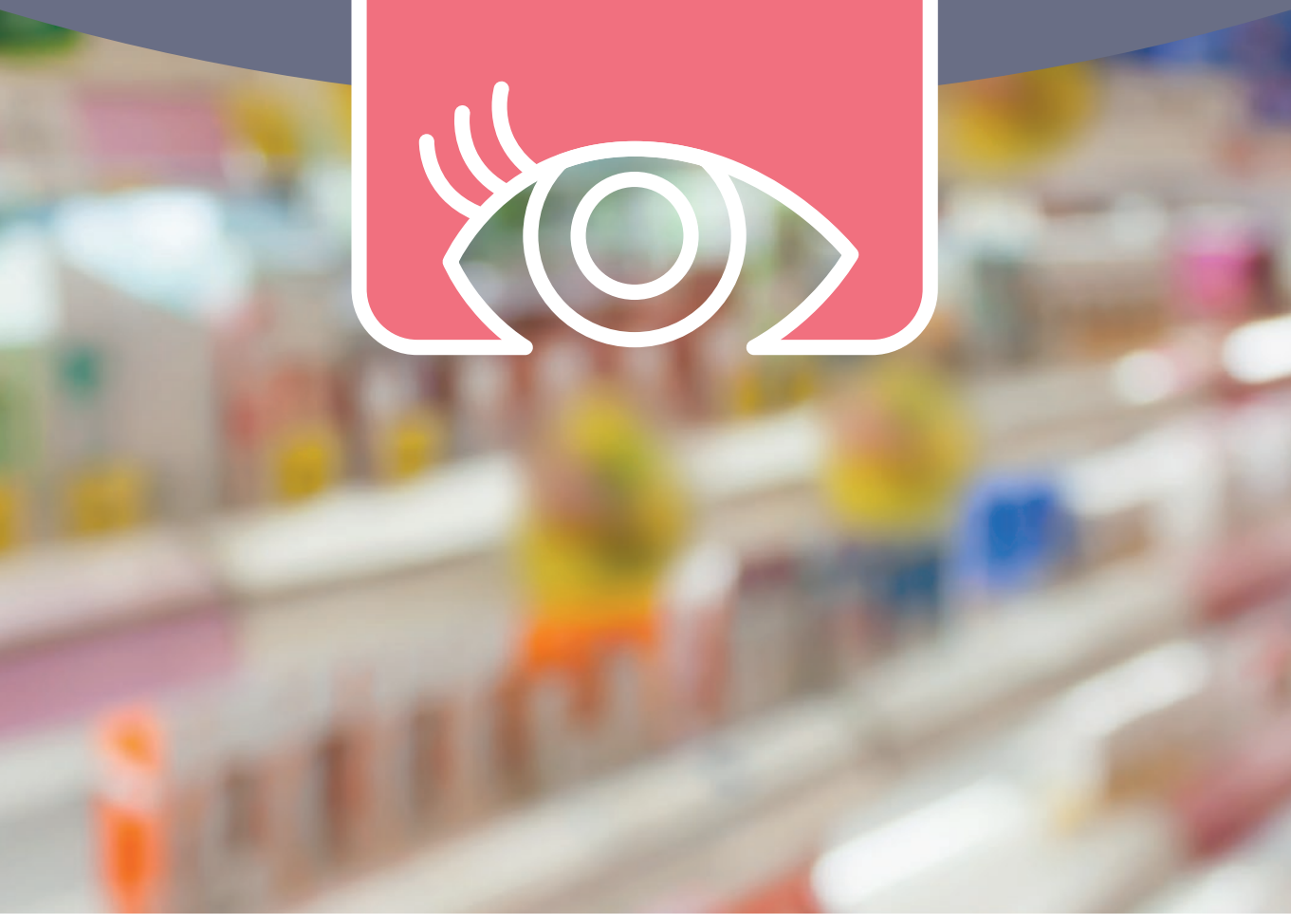
CATEGORY ADVICE 2019

HEALTH & BEAUTY



- Market Insights
- Must Stock Lines
- Planograms

www.bestwaywholesale.co.uk

BESTWAY BATLEYS

THE BEST WAY TO GROW YOUR FOOD & DRINKS BUSINESS

HEALTH & BEAUTY

Market Insight

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Pharmacy Own Label is growing faster than the Brands.

Pharmacy Own Label Pain is growing at +5.4% annually*

(Neilsen 12 weeks March)

Exclusive to Bestway - Well Pharmacy branded Meds available now!

Core Range - Focus on core toiletries, offering a breadth of needs rather than a depth of choice

There is no need to go for multiple sizes and variants.

Healthcare is one of the fastest growing categories in FMCG with Medicines being the main driver

(*Euromonitor)

Did you know?

Shampoo, Deodorants and Toothpaste are the key categories that are bought as replenishment within convenience stores.

Ensure you are always fully stocked in these categories.
Colgate – No.1 Toothpaste,
Listerine No.1 – Mouthwash,
Lynx No.1 Deodorant.

Current Market Trends & Opportunities to grow your H&B business

Simple Wipes: The 25 pack of Simple Wipes is 2.8x the value of the next best performing SKU and is growing at a rate of +40.3% in the Independents Channel. This the strongest growth in the category - (BW SKU Code 953788)

Baby Pants: Pampers Pants are now the fastest growing segment in the category at 30%, 11% ahead of the rest of the category - now available in depot (BW SKU Codes – 585391 & 585401)

Adult Incontinence: Adult incontinence has grown 28% in the last 3 years and is on track to be bigger than the rest of Feminine Hygiene by 2023

Do ensure you stock this range

HEALTH & BEAUTY

Market Insight

CATEGORY ADVICE 2019

Why is it important to stock Medicines?

- Growing category – people are suffering from more minor ailments and are increasingly being encouraged to self-medicate, partly to take the strain off the NHS (Reckitts 2019)
- Ideal for Convenience channel – Sufferers will not travel far if not feeling well, so medicines are bought at the most convenient location
- Not price sensitive – if people are feeling ill, ease of purchase and provision of rapid relief are more important than price
- 80% of Cold and Flu are viruses and do not need a Prescription. Over the Counter remedies are more effective than antibiotics
- Pain Remedies have increased by 5% - due to doctors de-prescribing paracetamol (* Perrigo 2018)

SEE IN DEPOT NOW FOR OUR NEW WELL BRANDED HEALTHCARE RANGE - AND EXCLUSIVE TO BESTWAY

With competitive RRP's and minimum margins of 39%

SKU Code	Description	Case Size	Price	RRP	POR
632257	Well Ibuprofen Tablets 16s	12 x 16s	£2.99	£0.49	39%
620203	Well Paracetamol Caplets 16s	12 x 16s	£2.99	£0.49	39%
632781	Well Pain Control Extra 16s	12 x 16s	£4.99	£0.99	50%
586287	Well Mentholated Bronchial Balsam 200ml	6 x 200ml	£5.99	£1.99	40%
586276	Well Adult Chesty Cough Syrup 200ml	6 x 200ml	£5.99	£1.99	40%
Coming Soon	Well Assorted Fabric Plasters 24s	6 x 24s	-	-	-
Coming Soon	Well Aqua Plasters 16s	6 x 16s	-	-	-
Coming Soon	Well Max Strength Cold and Flu Capsules 16s	12 x 16s	-	-	-

Who are Well? Well is part of the Bestway group and is the third largest pharmacy business in the UK, and the largest in Wales with over 770 pharmacies.

HEALTH & BEAUTY

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

1 2 3 4

BABY TOILETRIES

5 6 7 8 9 10 11 12 13

ORAL CARE

14 15 16 17 18

MALE TOILETRIES

19 20 21 22 23 24

HAIR CARE

25 26 27

WASHING & BATHING

28 29 30 31 32

SKIN CARE, FEMALE DEODORANTS & BODY SPRAYS

33 34 35 36 37

FEMALE CARE

38 39 40

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Must Stock Lines

CATEGORY ADVICE 2019

1

APTAMIL FIRST MILK
800G
SKU CODE: 444454

2

APTAMIL FIRST RTF MILK
12 X 200ML
SKU CODE: 56547

3

COW & GATE RICE PUDDING
6 X 200G
SKU CODE: 283381

4

FARLEYS RUSK ORIGINAL
6 X 9 BISCUITS
SKU CODE: 524060

5

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

6

BEST-ONE ULTRA SOFT WIPES PM 89P
64 WIPES
SKU CODE: 558550

7

JOHNSONS BABY OIL PM £2
300ML
SKU CODE: 615354

8

J&J BABY SHAMPOO PM £2
6 X 300ML
SKU CODE: 615321

HEALTH & BEAUTY

Must Stock Lines

CATEGORY ADVICE 2019

9

J&J BABY POWDER
6 X 200G
SKU CODE: BW 112802 BAT 261399

10

J&J COTTON BUDS
6 X 200'S
SKU CODE: 211268

11

PAMPERS BABY DRY X LARGE PM £4.99
4 X 19'S
SKU CODE: 306166

12

PAMPERS BABY DRY JUNIOR PM £4.99
4 X 23'S
SKU CODE: 306155

13

PAMPERS BABY DRY SIZE 4 PM £4.99
25'S
SKU CODE: 306133

14

COLGATE UCP PM £1
12 X 75ML
SKU CODE: 127013

15

COLGATE WHITENING PM £1
12 X 50ML
SKU CODE: BW 520406 BAT 523949

16

SENSODYNE DAILY CARE
6 X 50ML
SKU CODE: 343222

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Must Stock Lines

CATEGORY ADVICE 2019

17

WISDOM REGULAR MEDIUM
12 X SINGLE
SKU CODE: 770868

18

LISTERINE COOL MINT
6 X 250ML
SKU CODE: BW 689225 BAT 513394

19

GILETTE BLUE II FIXED RAZORS
5 RAZORS
SKU CODE: 599738

20

GILETTE SHAVING FOAM REGULAR
6 X 200ML
SKU CODE: BW 478014 BAT 339328

21

IMPERIAL LEATHER
SHOWER FOR MEN PM £1 250ML
SKU CODE: 430672

22

LYNX BODY SPRAY AFRICA PM £2.99
200ML
SKU CODE: 631294

23

NIVEA DEODORANT COOL KICK
6 X 150ML
SKU CODE: 167840

24

ENLIVEN HAIR GEL XHOLD PM £1
6 X 500ML
SKU CODE: 313427

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Must Stock Lines

CATEGORY ADVICE 2019

25

HEAD & SHOULDERS
2IN1 CLASSIC CLEAN 225ML
SKU CODE: 972040

26

BALSAM SHAMPOO
RASPBERRY PM £1 6 X 350ML
SKU CODE: 436767

27

BALSAM CONDITIONER
RASPBERRY PM £1 6 X 350ML
SKU CODE: 436791

28

DOVE CREAM BAR
4 X 100G
SKU CODE: 948274

29

CAREX HANDWASH ORIGINAL PM £1
6 X 250ML
SKU CODE: BW 657091 BAT 508093

30

BEST-ONE ALOE HANDWASH PM 79P
6 X 500ML
SKU CODE: 364004

31

RADOX SHOWER REFRESH PM £1
6 X 250ML
SKU CODE: 214263

32

RADOX BATH MUSCLE SOAK
PM £1.49 6 X 500ML
SKU CODE: 270445

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Must Stock Lines

CATEGORY ADVICE 2019

33

SOFT & GENTLE JASMINE PM £1.29
6 X 150ML
SKU CODE: 283857

34

IMPULSE BODY SPRAY VERY PINK
6 X 75ML
SKU CODE: 672432

35

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

36

SIMPLE CLEANSING WIPES
6 X 25 WIPES
SKU CODE: 953788

37

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

38

ALWAYS ULTRA NIGHT PM £2.29
4 X 10'S
SKU CODE: 133604

39

KOTEX MAXI NIGHTIME PM £1.15
4 X 12'S
SKU CODE: 493664

40

TAMPAX SUPER PM £2.99
18'S
SKU CODE: 419064

HEALTH & BEAUTY

Planogram
1m x 6 Shelf

CATEGORY ADVICE 2019

SHELF 1

SHELF 2

SHELF 3

SHELF 4

SHELF 5

SHELF 6

SHELF 1 SKUs

BESTWAY	BATLEYS	
298470	969101	NUROFEN TABLETS 12F11
464970	958072	ANADIN EXTRA 12/11
324634	324634	GALPHARM IBUPROFEN TABLETS 16'S
620203	620203	WELL PARACETAMOL CAPLETS 16'S
247236	598669	CALPOL INFANT SUGARFREE
548665	577099	CALPOL 6 PLUS BOTTLE
451008	451008	NUROFEN CHILD STRAWBERRY
126814	628615	LEMSIP MAX STRENGTH
172327	675029	LEMSIP MAX STRENGTH CAPS 8'S
467519	467519	STREPSILS HONEY & LEMON
64064	527103	GAVISCON LIQUID ANISEED
945921	527239	IMODUIM CAPSULES
221752	221752	DUREX EXTRA SAFE 6'S

SHELF 2 SKUs

BESTWAY	BATLEYS	
599738	599738	GILLETTE BLUE 11 RAZORS 5'S
399682	399682	GILLETTE MACH 3 BLADES 4'S
50217	452061	BIC 1 5'S
478014	339328	GILLETTE SHAVE FOAM REGULAR 200ML
200060	340052	GILLETTE SHAVE GEL SENS 200ML
430672	430672	IMPERIAL LEATHER SHOWER FOR MEN £1 250ML
659303	393140	LYNX SHOWER GEL AFRICA 250ML
631294	631294	LYNX BODY SPRAY AFRICA £2.99
424396	424396	SURE ROLL ON FOR MEN 50ML
313427	313427	ENLIVEN HAIRGEL XTRA HOLD £1 500ML
343222	343222	SENSODYNE DAILY CARE
520409	523949	COLGATE WHITENING £1 50ML
127013	127013	COLGATE UCP £1
770868	770868	WISDOM REG MEDIUM 12/6 SGL
689225	513394	LISTERINE COOLMINT 250ML

HEALTH & BEAUTY

Planogram
1m x 6 Shelf

CATEGORY ADVICE 2019

SHELF 1

SHELF 2

SHELF 3

SHELF 4

SHELF 5

SHELF 6

SHELF 3 SKUs

BESTWAY BATLEYS

404484	404484	IMPERIAL LEATEHR SOAP ORIGINAL 3/2 3PK 100G
948274	948274	DOVE CREAM BAR ORIGINAL 100G
657091	508093	CAREX HAND WASH ORIGINAL £1 250ML
364004	364004	BESTONE ALOE HAND WASH 79P 500ML
430683	430683	IMPERIAL LEATHER SHOWER GEL MARSHMALLOW £1 250ML
214263	214263	RADOX SHOWER REFRESH £1.00 250ML
270445	270445	RADOX BATH MUSCLE SOAK £1.49 500ML
972040	972040	HEAD & SHOULDERS 2IN1 CLASSIC CLEAN 225ML
436767	436767	BALSAM SHAMPOO RASPBERRY £1 350ML
436791	436791	BALSAM CONDITIONER RASPBERRY £1 350ML
215972	215972	TRESEMME SHAMPOO MOIST £2 235ML
215961	215961	TRESEMME CONDITIONER MOIST £2 235ML

SHELF 4 SKUs

BESTWAY BATLEYS

213321	213321	SOFT & GENTLE JASMINE £1.29 150ML
672432	672432	IMPULSE BODY SPRAY VERY PINK 75ML
424374	424374	DOVE ROLL ON ORIGINAL 50ML
804327	711898	NIVEA LOTION NORMAL 250ML
953788	953788	SIMPLE CLEANSING WIPES 25'S
540955	556782	VASELINE LIP THERAPY ORIGINAL 20G
133604	133604	ALWAYS ULTRA NIGHT £2.29 10'S
631737	631737	BODYFORM NORMAL £1.49
424516	541175	TAMPAX SUPER £2.29 20'S
424505	541165	TAMPAX REGULAR £2.29 20'S
493664	493664	KOTEX MAXI NIGHTIME £1.15 10'S

HEALTH & BEAUTY

Planogram
1m x 6 Shelf

CATEGORY ADVICE 2019

SHELF 1

SHELF 2

SHELF 3

SHELF 4

SHELF 5

SHELF 6

SHELF 5 SKUs

BESTWAY	BATLEYS	
56547	56547	APTAMIL FIRST RTF MILK 200ML
56660	56660	APTAMIL FOLLOW ON MILK 200ML
522162	524060	FARLEYS RUSKS ORIGINAL 9'S
283381	283381	COW & GATE RICE PUDDING 200G
312357	312357	ELLAS STRAWBERRY & APPLE 120G
186750	186750	HUGGIES PURE WIPES £1
389844	389844	SUDOCREM TUB 60G
615321	615321	JOHNSONS BABY SHAMPOO £2 300ML
211268	211268	JOHNSONS COTTON BUDS 200'S
112802	261399	JOHNSONS BABY POWDER 200G
615354	615354	JOHNSONS BABY OIL £2 300ML
615343	615343	JOHNSONS BABY LOTION £2 300ML

SHELF 6 SKUs

BESTWAY	BATLEYS	
444487	444487	APTAMIL GROWING UP MILK 800G
444454	444454	APTAMIL FIRST MILK 800G
306166	306166	PAMPERS BABY DRY SIZE 6 £4.99 19'S
306155	306155	PAMPERS BABY DRY SIZE 5 £4.99 23'S
306133	306133	PAMPERS BABY DRY SIZE 4 £4.99 25'S
306133	306133	PAMPERS BABY DRY SIZE 4 £4.99 25'S

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CATEGORY ADVICE 2019

For more information including planograms and advice on other key ranges, go to www.bestwaywholesale.co.uk/categoryadvice or call 01738 646666 quoting AUGUST RANGE