



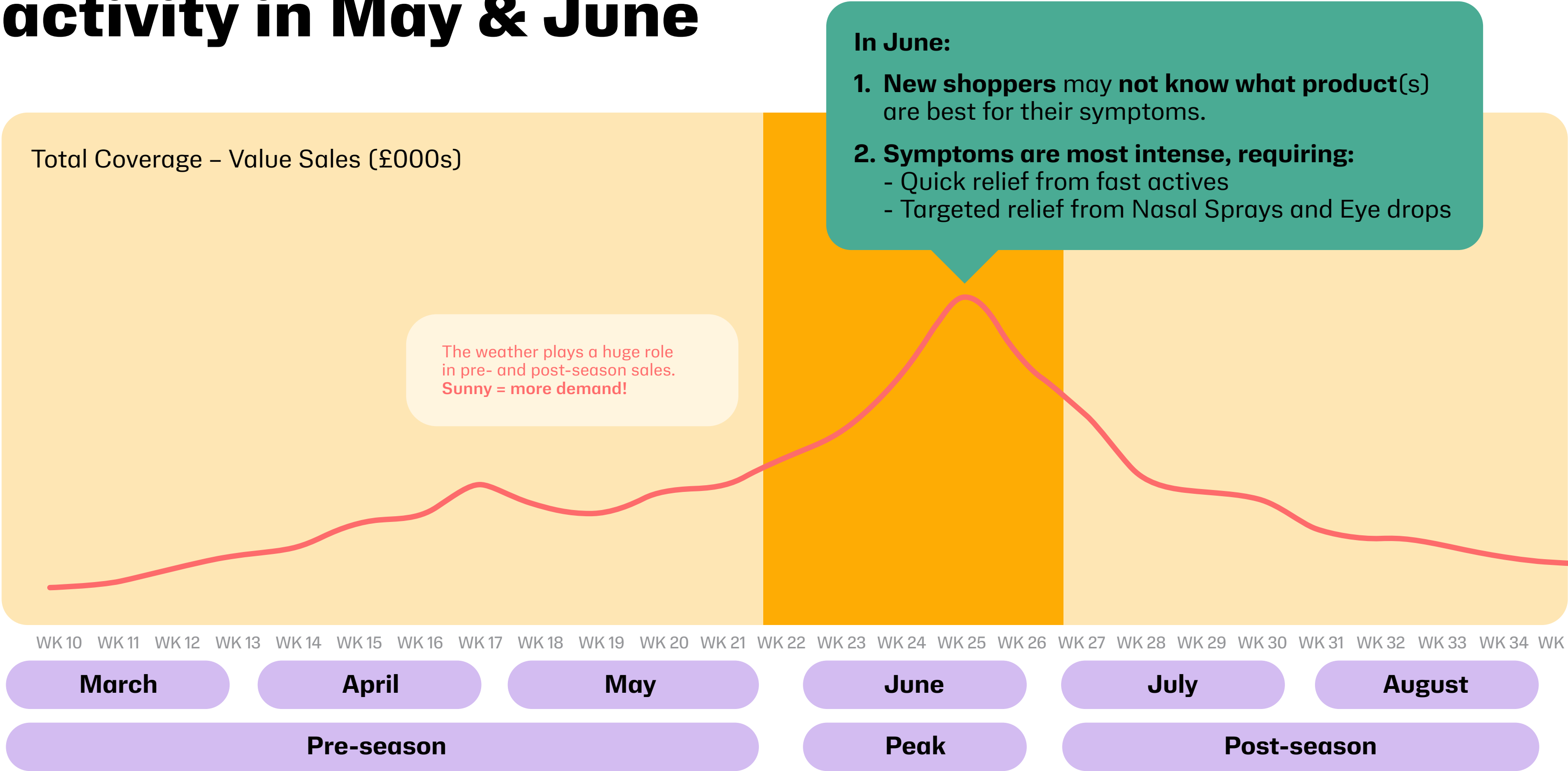
How to win sales in the peak Allergy Season

Must Stock List and Ranging Principles for the Pharmacy Channel

2025



To maximise your sales you need to drive activity in May & June



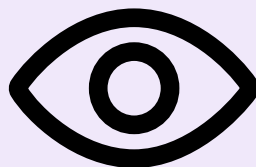
5 steps to win this Allergy Season:

1



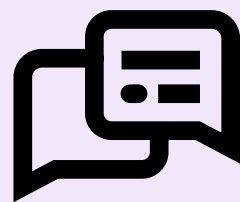
Make Allergy your focus in **May & June.**

2



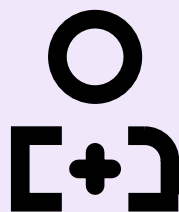
Increase visibility of hay fever relief in the window or at the entrance to drive sales.

3



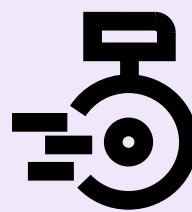
Recommend targeted symptom relief products alongside a tablet e.g. Acrivastine, Nasal Sprays & Eye Drops.

4



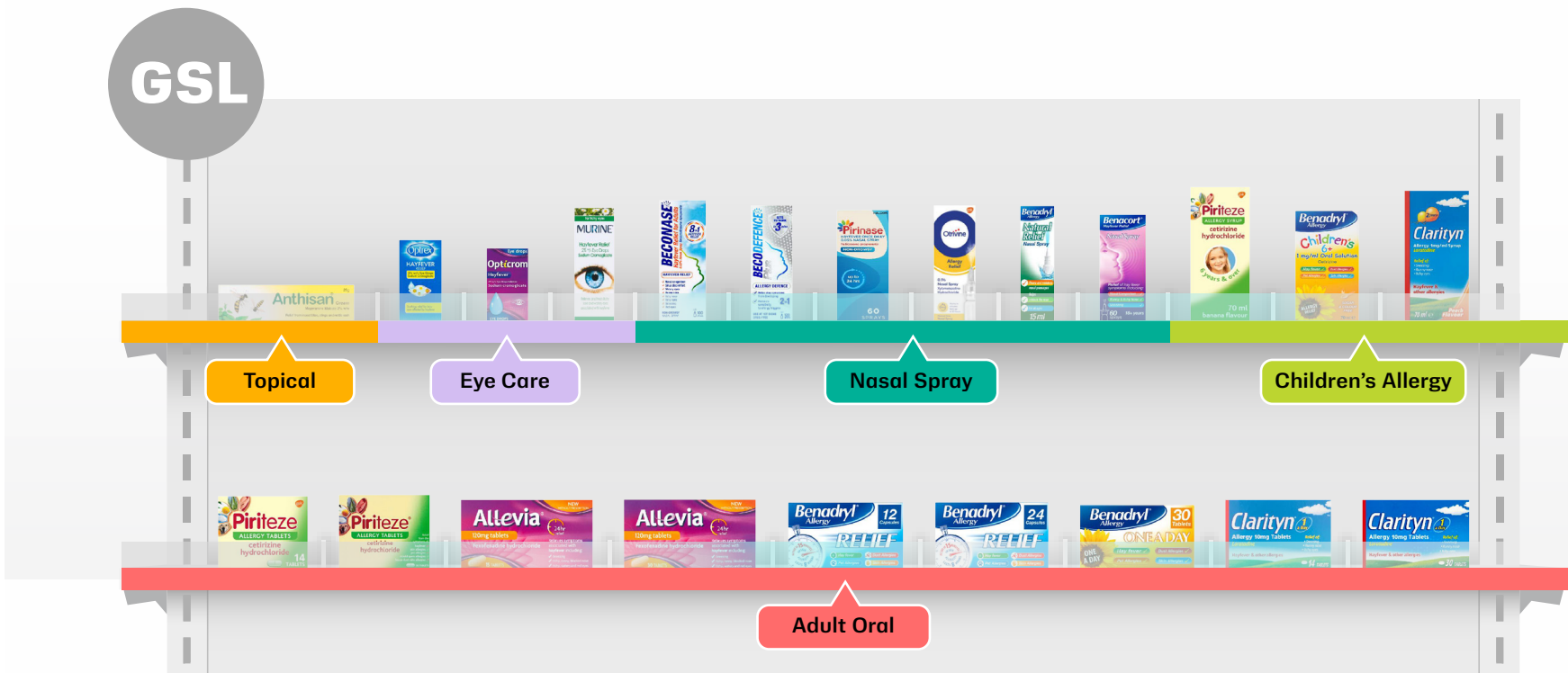
Send shoppers to the **pharmacist** for pharmacy strength products or education.

5



Educate shoppers on products outside of One-A-Day relief.

2 Shelf GSL / 2 Shelf P Recommendations



Subcategory	GSL / P	Name (In Order Left → Right On Shelf)
Topical	GSL	Anthisan Cream 20g
Eye Care	GSL	Optrex Hayfever Relief 10ml
Eye Care	GSL	Opticrom Hayfever Eye Drops
Eye Care	GSL	Murine Hayfever Relief Eye Drops
Nasal Spray	GSL	Beconase Hayfever Relief for Adults 100 sprays
Nasal Spray	GSL	BecoDefence Plus Allergy Defence 120 sprays
Nasal Spray	GSL	Pirinase Non-Drowsy Hayfever Nasal Spray 60 sprays
Nasal Spray	GSL	Otrivine Allergy Relief
Nasal Spray	GSL	Benadryl Natural Relief Spray 15ml
Nasal Spray	GSL	Benacort Nasal Spray 60sprays
Children's Allergy	GSL	Piriteze Allergy Syrup Cetirizine 70ml
Children's Allergy	GSL	Benadryl Childrens Oral Solution Cetirizine 70ml
Children's Allergy	GSL	Clarityn Allergy Syrup Loratidine 70ml
Adult Oral	GSL	Piriteze allergy Cetirizine Hydrochloride 14s
Adult Oral	GSL	Piriteze Allergy Cetirizine Hydrochloride 30s
Adult Oral	GSL	Allevia Fexofenadine Hydrochloride 15s
Adult Oral	GSL	Allevia Fexofenadine Hydrochloride 30s
Adult Oral	GSL	Benadryl Allergy Relief Acrivastine 12s
Adult Oral	GSL	Benadryl allergy Relief Acrivastine 24s
Adult Oral	GSL	Benadryl One a Day Cetirizine Dihydrochloride 30s
Adult Oral	GSL	Clarityn Loratidine 14s
Adult Oral	GSL	Clarityn Loratidine 30s



Subcategory	GSL / P	Name (In Order Left → Right On Shelf)
Eye Care	P	Optrex Allergy Eye Drops
Eye Care	P	Opticrom Allergy Eye Drops
Nasal Spray	P	Beconase Hayfever Relief for Adults 180 sprays
Nasal Spray	P	BecoDefence 140 sprays
Nasal Spray	P	Pirinase Fluticasone Propionate Allergy Nasal Spray 60 sprays
Nasal Spray	P	Pirinase Fluticasone Propionate Allergy Nasal Spray 120 sprays
Nasal Spray	P	Benacort Budesonide Nasal Spray 120sprays
Children's Allergy	P	Piriteze Chlorphenamine Maleate Syrup 150ml
Children's Allergy	P	Benadryl Childrens Oral Solution 100ml
Children's Allergy	P	Phenergan Elixir Promethazine Hydrochloride 100ml
Adult Oral	P	Piriteze Chlorphenamine Maleate Allergy Tablets 30s
Adult Oral	P	Piriteze Chlorphenamine Maleate Allergy Tablets 60s
Adult Oral	P	Phenergan Promethazine Hydrochloride 56s
Adult Oral	P	Benadryl Acrivastine + Pseudoephedrine Allergy Relief Plus 12s
Adult Oral	P	Clarityn Loratidine 60s

1 Shelf GSL / 1 Shelf P Recommendations

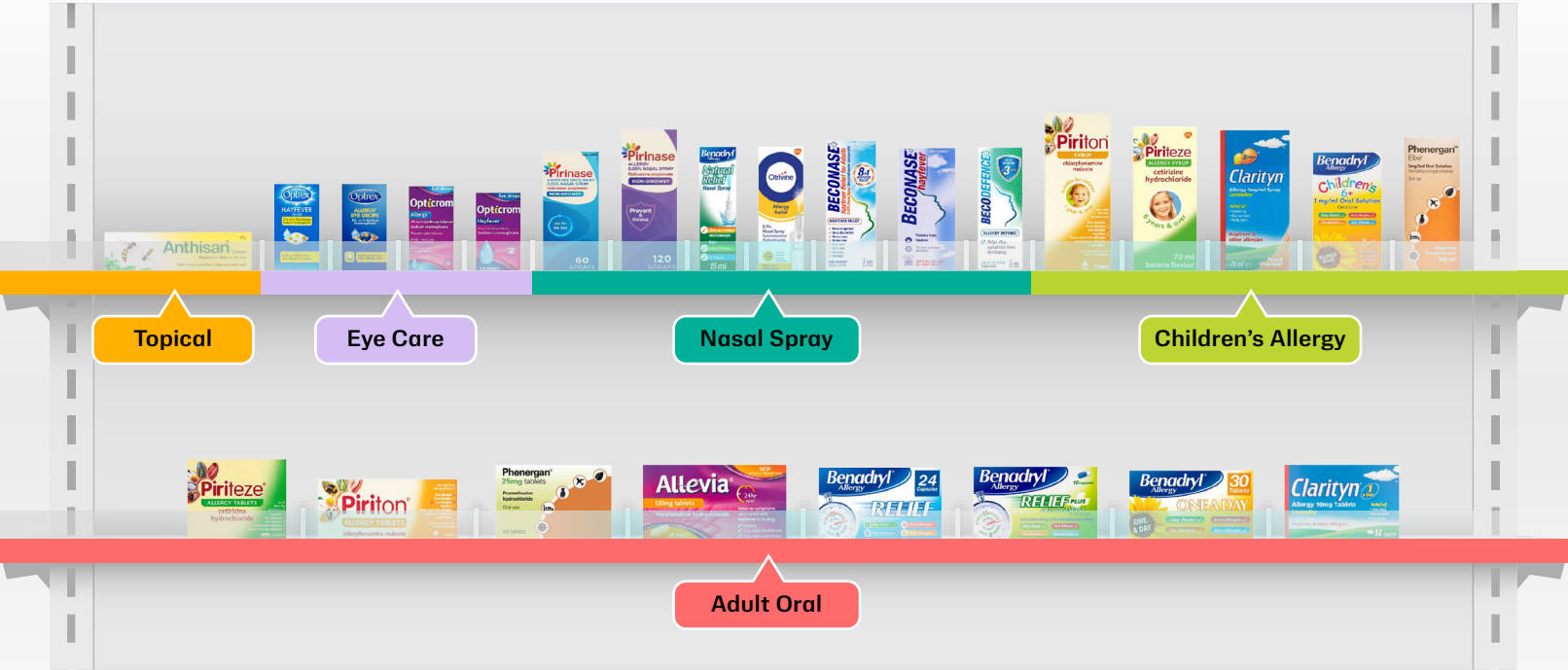


Subcategory	GSL / P	Name (In Order Left → Right On Shelf)
Topical	GSL	Anthisan Cream 20g
Eye Care	GSL	Optrex Hayfever Relief 10ml
Eye Care	GSL	Opticrom Hayfever Eye Drops
Nasal Spray	GSL	Beconase Hayfever Relief for Adults 100 sprays
Nasal Spray	GSL	Pirinase Non-Drowsy Hayfever Nasal Spray 60 sprays
Nasal Spray	GSL	Benadryl Natural Relief Spray 15ml
Children's Allergy	GSL	Piriteze Allergy Syrup Cetirizine 70ml
Children's Allergy	GSL	Clarityn Allergy Syrup Loratidine 70ml
Adult Oral	GSL	Piriteze Allergy Cetirizine Hydrochloride 30s
Adult Oral	GSL	Allevia Fexofenadine Hydrochloride 30s
Adult Oral	GSL	Clarityn Loratidine 30s
Adult Oral	GSL	Benadryl allergy Relief Acrivastine 24s
Adult Oral	GSL	Benadryl One a Day Cetirizine Dihydrochloride 30s



Subcategory	GSL / P	Name (In Order Left → Right On Shelf)
Eye Care	P	Optrex Allergy Eye Drops
Eye Care	P	Opticrom Allergy Eye Drops
Nasal Spray	P	Pirinase Fluticasone Propionate Allergy Nasal Spray 120 sprays
Nasal Spray	P	Beconase Hayfever Relief for Adults 180 sprays
Nasal Spray	P	Benacort Budesonide Nasal Spray 120sprays
Children's Allergy	P	Benadryl Childrens Oral Solution 100ml
Children's Allergy	P	Phenergan Elixir Promethazine Hydrochloride 100ml
Children's Allergy	P	Piriton Chlorphenamine Maleate Syrup 150ml
Adult Oral	P	Piriton Chlorphenamine Maleate Allergy Tablets 30s
Adult Oral	P	Piriton Chlorphenamine Maleate Allergy Tablets 60s
Adult Oral	P	Phenergan Promethazine Hydrochloride 56s
Adult Oral	P	Benadryl Acrivastine + Pseudoephedrine Allergy Relief Plus 12s

Integrated P & GSL 2 Shelf Recommendations



Subcategory	GSL / P	Name (In Order Left → Right On Shelf)
Topical	GSL	Anthisan Cream 20g
Eye Care	GSL	Optrex Hayfever Relief 10ml
Eye Care	P	Optrex Allergy Eye Drops
Eye Care	GSL	Opticrom Hayfever Eye Drops
Eye Care	P	Opticrom Allergy Eye Drops
Nasal Spray	GSL	Pirinase Non-Drowsy Hayfever Nasal Spray 60 sprays
Nasal Spray	P	Pirinase Fluticasone Propionate Allergy Nasal Spray 120 sprays
Nasal Spray	GSL	Benadryl Natural Relief Spray 15ml
Nasal Spray	GSL	Otrivine Allergy Relief
Nasal Spray	GSL	Beconase Hayfever Relief for Adults 100 sprays
Nasal Spray	P	Beconase Hayfever Relief for Adults 180 sprays
Children's Allergy	P	Piriton Chlorphenamine Maleate Syrup 150ml
Children's Allergy	GSL	Piriteze Allergy Syrup Cetirizine 70ml
Children's Allergy	GSL	Clarytin Allergy Syrup Loratidine 70ml
Children's Allergy	GSL	Benadryl Childrens Oral Solution Cetirizine 70ml
Children's Allergy	P	Phenergan Elixir Promethazine Hydrochloride 100ml
Adult Oral	GSL	Piriteze Allergy Cetirizine Hydrochloride 30s
Adult Oral	P	Piriton Chlorphenamine Maleate Allergy Tablets 30s
Adult Oral	P	Phenergan Promethazine Hydrochloride 56s
Adult Oral	GSL	Allevia Fexofenadine Hydrochloride 30s
Adult Oral	GSL	Benadryl Allergy Relief Acrivastine 24s
Adult Oral	P	Benadryl Acrivastine + Pseudoephedrine Allergy Relief Plus 12s
Adult Oral	GSL	Benadryl One a Day Cetirizine Dihydrochloride 30s
Adult Oral	GSL	Clarityn Loratidine 30s

What does this mean?

Allergy should be a top priority in June.

Capitalise on your USP – the Pharmacist! Pharmacist recommendations are a key source of information and can recommend the most appropriate and efficacious treatment repertoire.

Relative format value	Format	% Share
	Tablets	63%
	Nasal Spray	19%
	Eye Spray	8%
	Kid's Liquid Oral	11%

Top 3 brands in each format	Tablets	% Share
	Piri-	41%
	Allevia	19%
	Benadryl	11%

Nasal	% Share
Beconase	61%
Pirinase	19%
Becodefence	8%

Kid's Liquid Oral	% Share
Piriton	65%
Piriteze	16%
Benadryl	9%

▲
Space in store should reflect
these numbers

Sell more using basic merchandising principles

Routine Shops:

£3.19 spent per trip
3 trips per year



Distress Shops:

£5.31 spent per trip
4 trips per year



When shoppers need instant relief, they will spend more.

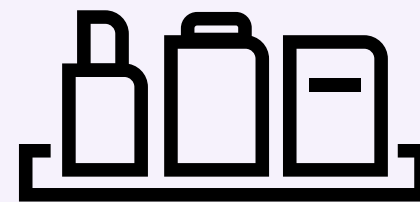
Principles

- 1** Educate the difference between fast acting relief products and One-A-Day Tablets.
- 2** Group all kids Allergy products together. People buy specifically for adults or kids.
- 3** Call out availability of **P line** strength products available
- 4** Put sprays closer to eyeline to drive sales additional to core tablet treatment.

What should you be doing?

x2 Allergy shoppers
in **June** than
April or August.

44% of allergy sales
in Pharmacies
are P lines.

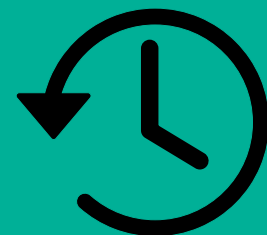


80% of shoppers
only buy
tablets.

£x4 Those who buy one
other format **spend**
4x as much!

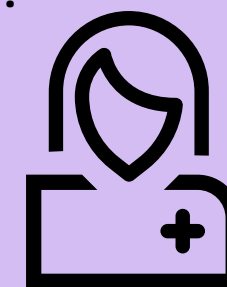
Increase visibility of Allergy in
the window to drive shoppers
into store.

Educate the **difference**
between **One-a-Day**
and **Fast Acting Relief**
products.



Pharmacists are your USP!

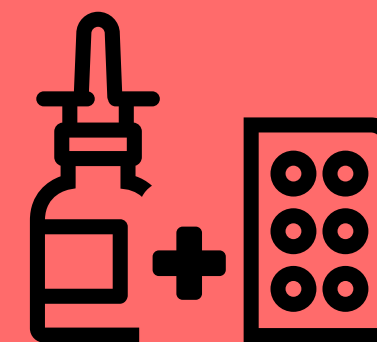
Remind shoppers of
ability to **trade up to P**
at GSL fixture.



Bigger packs can mean better
value for shoppers.

Pharmacist advice **drives**
additional purchases.

Drive **nasal spray**
purchase **alongside**
a **tablet** product.



Basic shop flow principles

Browsing categories here where shoppers will spend the most of their time in one place, waiting. This should include **more premium**, trade up products. Near the counter for advice.

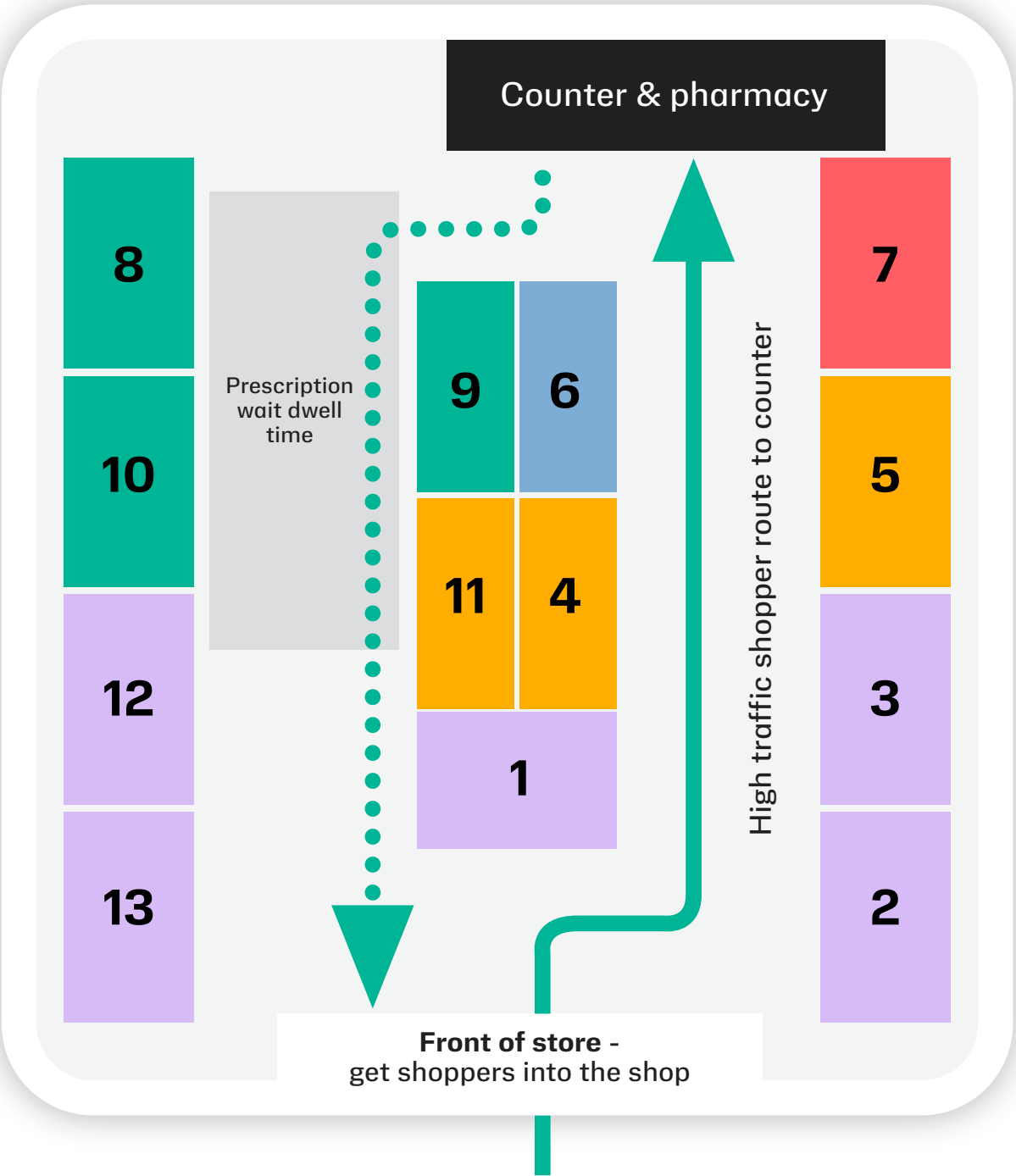
At the front of the store we want to **attract shoppers in**:

- Skin care – exciting & premium
- Baby toiletries to attract parents
- Activation/ POS for intrigue

Near the counter include specialist categories to spark/ aid **conversations** had with pharmacists for advice.

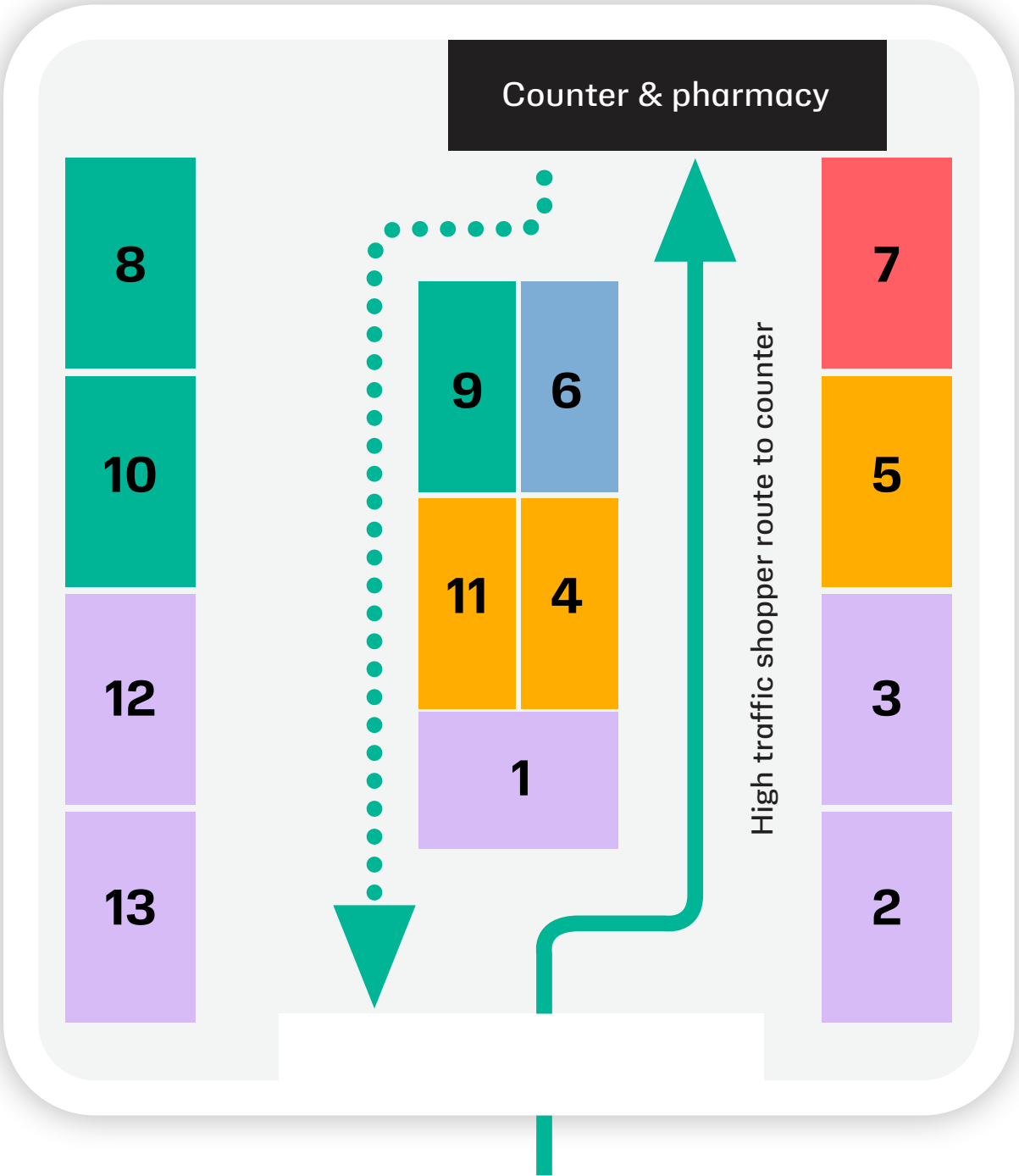
Think about thought provoking **posters or high theft categories** you want to keep an eye on e.g. Stop Smoking

Near the counter think what might shoppers pick on **impulse** e.g. hand cream, accessories. **Low price point**, high impulsivity.



Bay	Purpose
1	Draw shoppers in
2	Draw shoppers in
3	Adjacent category to Bay 2
4	Discreet purchase categories
5	Trade up at counter GSL medicine
6	Impulse
7	Prompt conversation with pharmacist – education & high theft products
8	Browsing category
9	Browsing category
10	Browsing category
11	Browsing category
12	Adjacent category to Bay 13
13	Draw shoppers in

Example layout



Bay	Category	Purpose
1	Activation hot spot	Draw shoppers in
2	Baby & kids toiletries	Draw shoppers in
3	Baby Healthcare & vitamins	Adjacent category to Bay 2
4	Women's health & sexual health	Discreet purchase categories
5	GSL Healthcare e.g. Pain, Winter, Gastro	Trade up at counter GSL medicine
6	Hand cream, brushes, hair ties, water	Impulse
7	Healthcare e.g. stop smoking	Prompt conversation with pharmacist – education & high theft products
8	Vitamins	Browsing
9	Med Tech e.g. blood pressure monitors, thermometers	Browsing
10	Oral care & adult toiletries	Browsing
11	Foot care	Browsing
12	Skin care	Adjacent category to Bay 13
13	Skin care	Draw shoppers in

