



How to maximize sales of Winter Medicine

Must Stock List and Ranging Principles for the Pharmacy Channel

2025



Basic shop flow principles

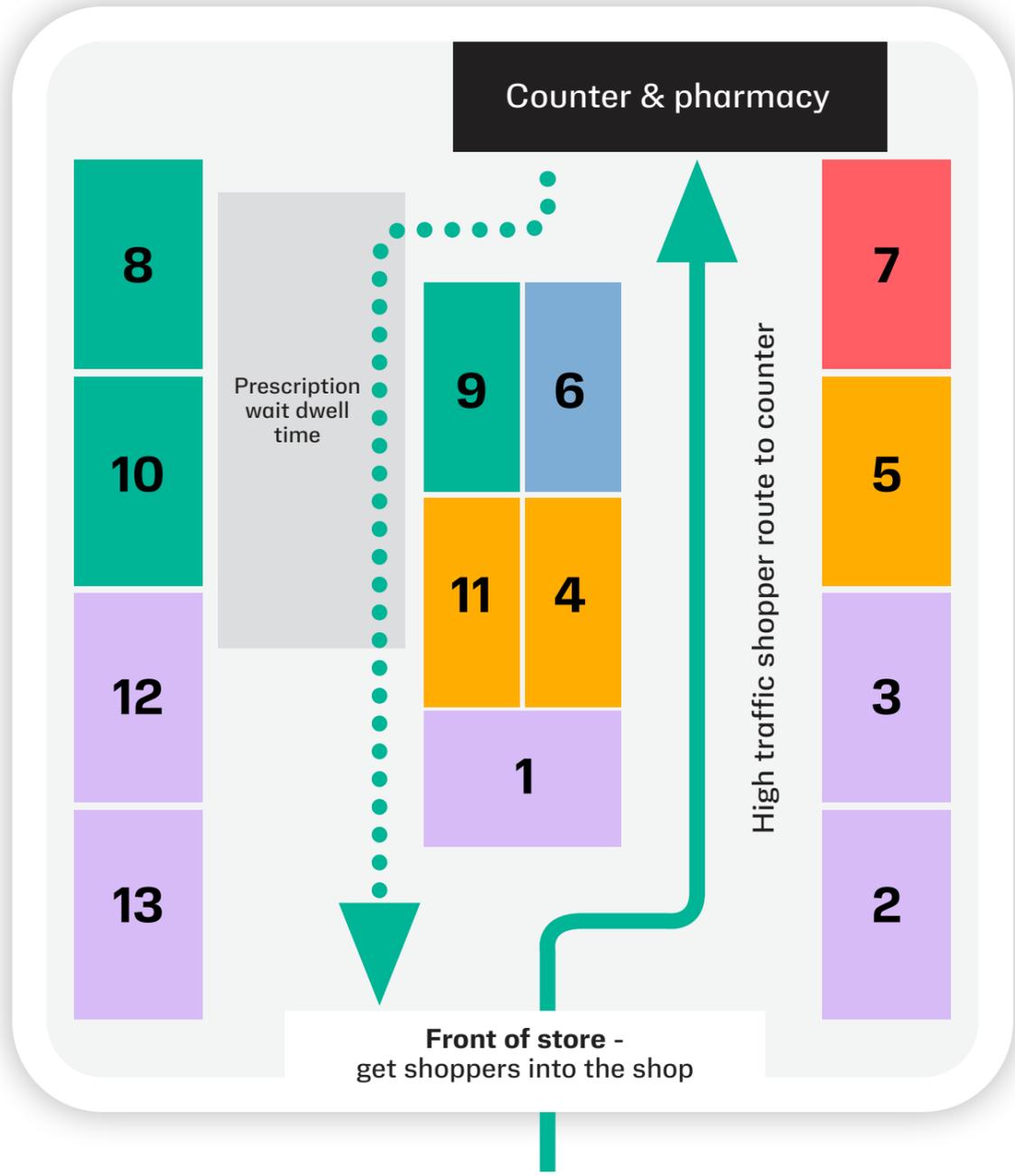
Browsing categories here where shoppers will spend the most of their time in one place, waiting. This should include **more premium**, trade up products. Near the counter for advice.

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

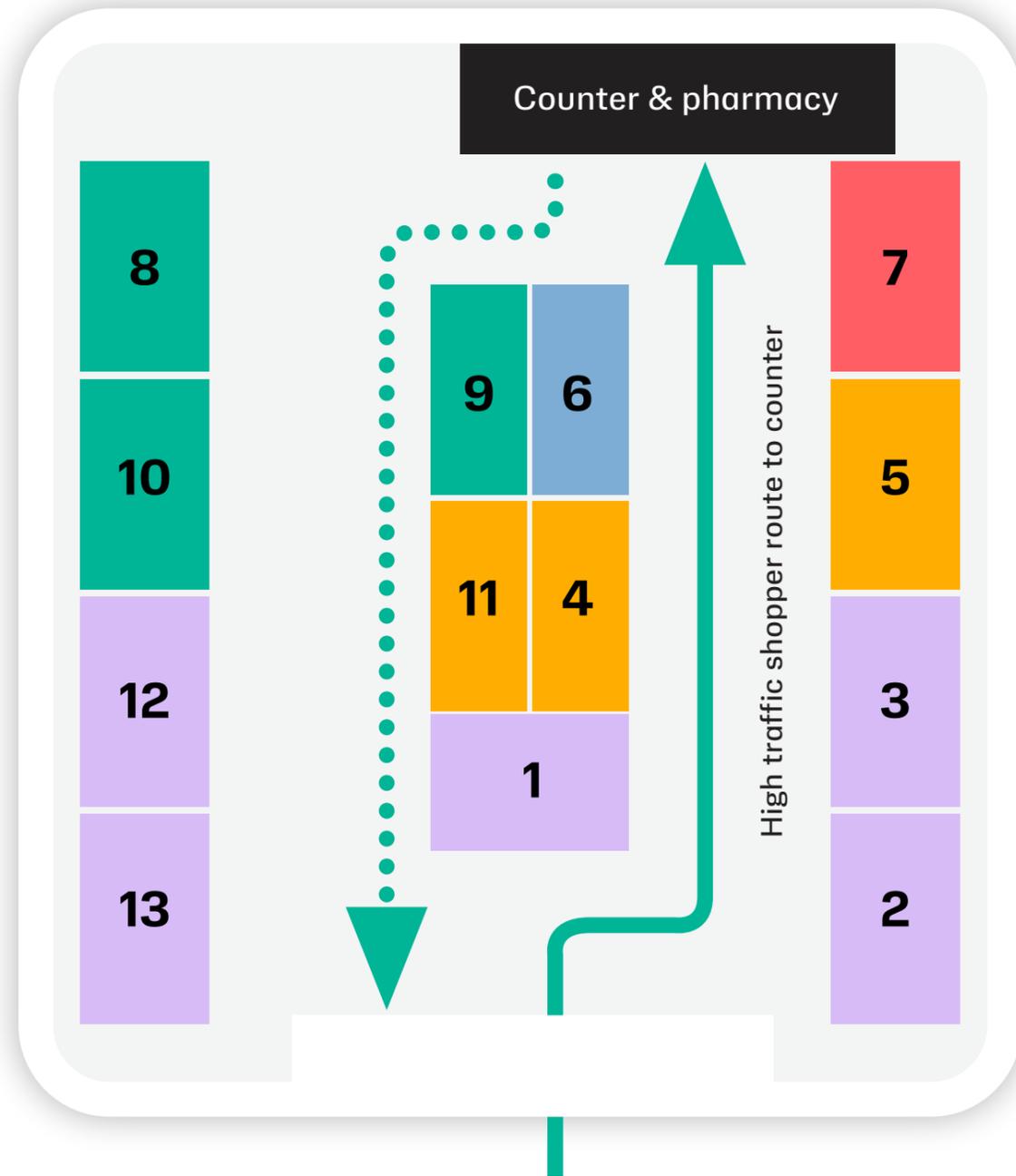
Near the counter include specialist categories to spark/ aid **conversations** had with pharmacists for advice. Think about thought provoking **posters or high theft categories** you want to keep an eye on e.g. Stop Smoking

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

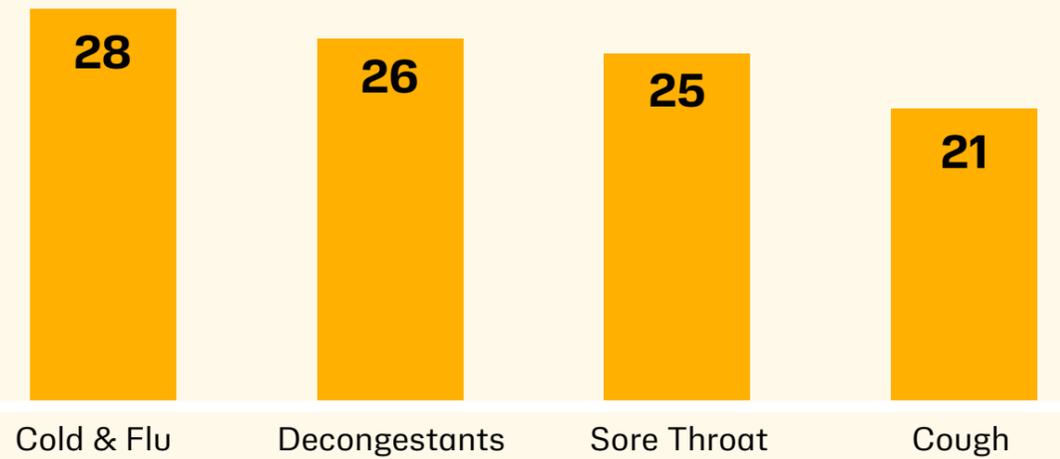


Bay	Category	Purpose
1	Activation hot spot	Draw shoppers in
2	Baby & kids toiletries	Draw shoppers in
3	Baby Healthcare & vitamins	Adjacent category to Bay 2
4	Women's health & sexual health	Discreet purchase categories
5	GSL Healthcare e.g. Pain, Winter, Gastro	Trade up at counter GSL medicine
6	Hand 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

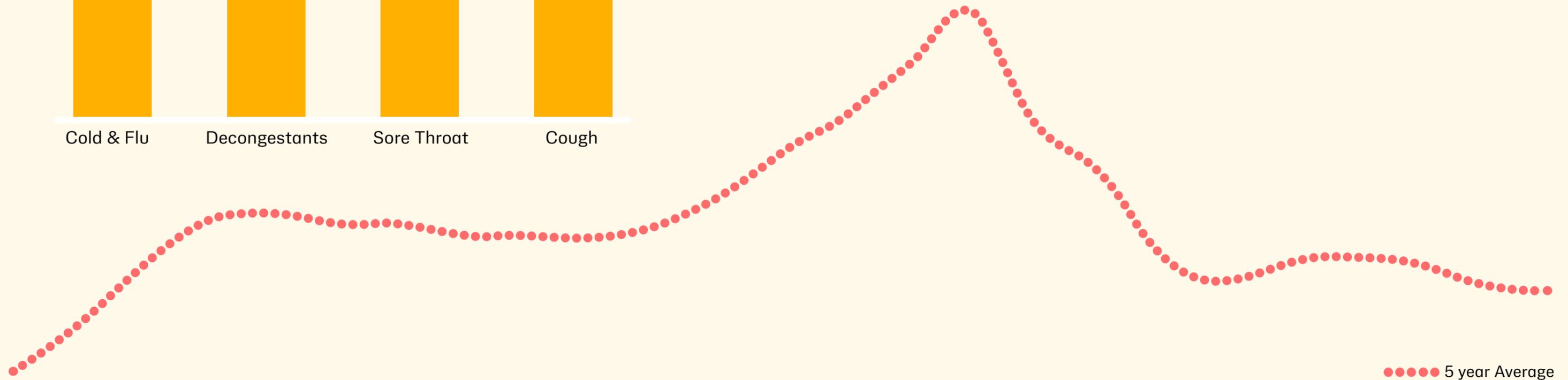
Over half of the population bought Winter Medicines last season

Sales ramp up through the autumn, peaking the week leading up to Christmas.

Relative value of Winter segments (Sum=100)



Season Peaks in the run up to Christmas



September

October

November

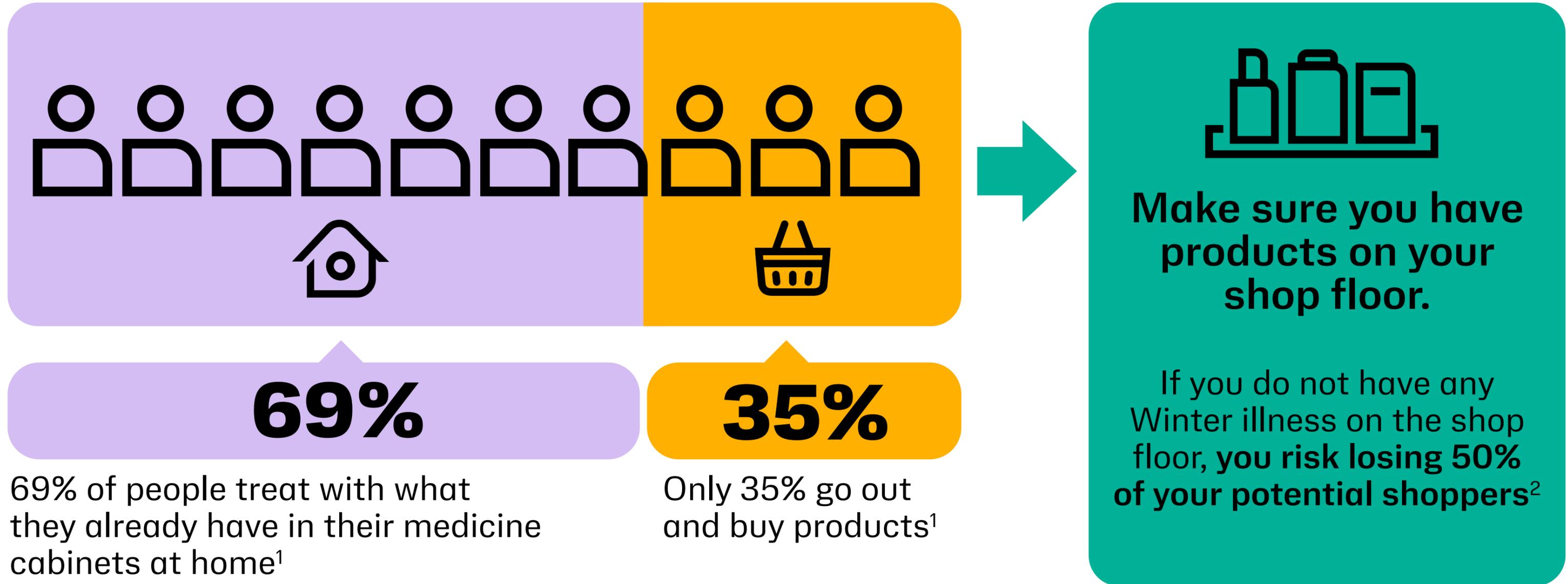
December

January

February

Pharmacies are losing out to big chains

Retailers like Tesco & Boots have a “Get Ready for Winter” campaign, to drive proactive purchase. Consider doing something similar.



P Meds are becoming less valuable to Pharmacies

Dummy packs & Perspex screens are a way of driving awareness of P Meds at shelf

The importance of P Meds for Independent Pharmacy has decreased over the last two years. You may need to sell more GSL products to make up for this.



56% helpful to see full range

18% didn't know the product was stocked in retailer



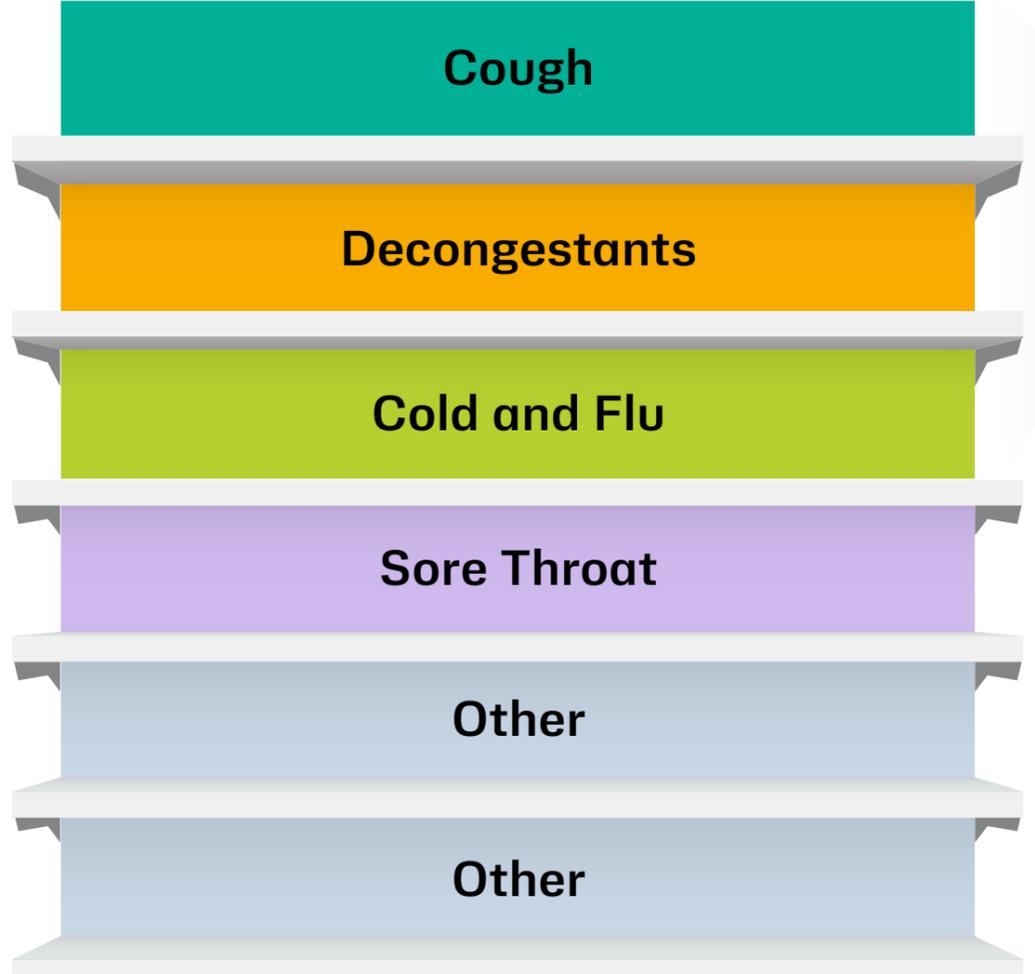
Did you know? the proportion of Winer Medicine Sales From P Meds 3x the size in Pharmacy than other retailers



All winter illness products should be placed near to each other

Ideally should be out on the shop floor, to reduce turn away.

Recommended flow



Principles

- 1** **Shopper shop by symptom.** Ensure all Winter illness products are on shelves next to each other e.g. don't put decongestant far away from sore throat.
- 2** Group together products treating the same symptom e.g. sore throat, cough, cold & flu and decongestants.
- 3** Ideally place GSL products on the shop floor so shoppers can locate products and reduce turn away.
- 4** If you cannot place certain products on the shop floor, sign post to pharmacy that products are behind counter.

What does this mean?

Encourage proactive purchases- most people look to their home medicine cabinet first when getting ill and few go out shopping.

Half of shoppers who buy Winter illness products in pharmacy might go elsewhere if they do not see products on the shop floor.
Ensure you have product visible to shoppers on your shop floor.

Make more of your GSL sales as importance of P Meds is reducing year on year.

Relative format value	Format	% Share
	Cough	27%
	Decongestants	26%
	Cold & Flu	24%
	Sore Throat	22%

▲
Space in store should reflect these numbers

Top 3 brands in each format	Cold & Flu	% Share
	Night Nurse	42%
	Lemsip	29%
	Beechams	8%

Top 3 brands in each format	Sore Throat	% Share
	Difflam	26%
	Strepsils	25%
	Jakemans	10%

Decongestants	% Share
Sudafed	24%
Vicks	18%
Sterimar	14%

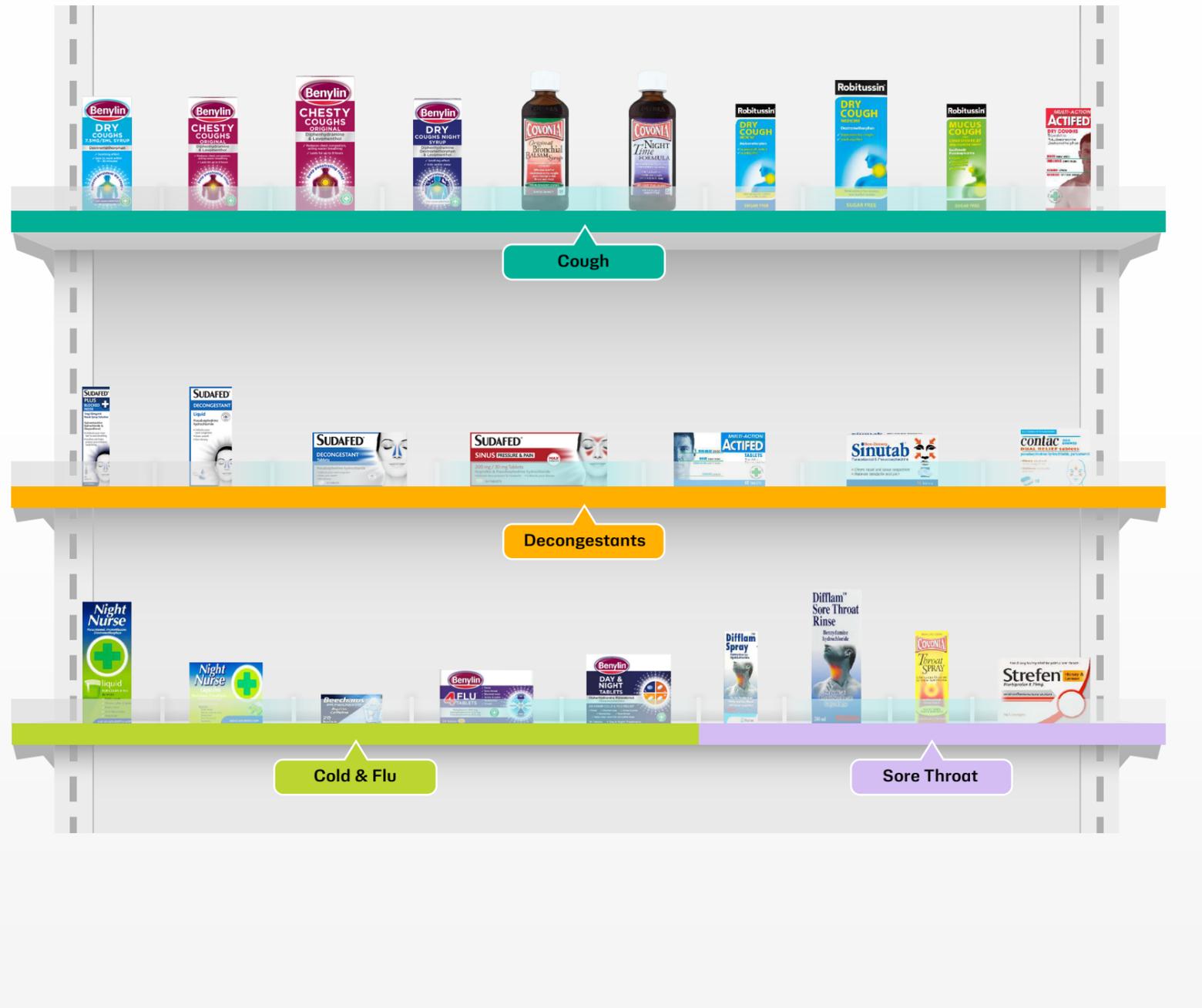
Cough	% Share
Benylin	28%
Bronchostop	21%
Robitussin	21%

GSL / Shop Floor Product Recommendation



Subcategory	GSL / P	Name (In Order Left → Right On Shelf)
Cough	GSL	Bronchostop Pastilles 20s
Cough	GSL	Bronchostop Syrup 120ml
Cough	GSL	Bronchostop Syrup 200ml
Cough	GSL	Robitussin Chetsy Cough 100ml
Cough	GSL	Robitussin Chesty Cough 250ml
Cough	GSL	Benylin Chesty Cough 150ml
Cough	GSL	Benylin Mucus Max Honey & Lemon 150ml
Cough	GSL	Benylin Dry and Tricky 150ml
Cough	GSL	Covonia Chesty 150ml
Cough	GSL	Covonia Dry & Tricky 150ml
Decongestants	GSL	Sterimar Congestion Relief Spray 100ml
Decongestants	GSL	Sterimar Nasal Hygiene Spray 100ml
Decongestants	GSL	Otrivine Block Nose Spray 10ml
Decongestants	GSL	Otrivine Adult Nasal Spray 10ml
Decongestants	GSL	Sudafed Blocked Nose Spray 15ml
Decongestants	GSL	Sudafed Sinus Max Strength 16s
Decongestants	GSL	Sudafed Congestion & Headache Relief 16s
Decongestants	GSL	Sudafed Mucus Relief Triple Action 16s
Decongestants	GSL	Vicks Inhaler 0.5ml
Decongestants	GSL	Vicks Vapour Rub 50ml
Decongestants	GSL	Vicks Sinex Micromist Nasal Spray 15ml
Decongestants	GSL	Olbas Oil 12ml
Cold & Flu	GSL	Lemsip Cold & Flu Lemon Sachets 10s
Cold & Flu	GSL	Lemsip Max Cold & Capsules 16s
Cold & Flu	GSL	Lemsip Max One-In-One Capsules 16s
Cold & Flu	GSL	Cold & Flu Nurse Tablets 16s
Cold & Flu	GSL	Benylin Max Strength Cold & Flu Capsules 16s
Cold & Flu	GSL	Beechams Max Strength All-In-One Capsules 16s
Cold & Flu	GSL	Beechams All-In-One Tablets 16s
Cold & Flu	GSL	Beechams All-In-One Liquid 160ml
Sore Throat	GSL	Ultra Chloraseptic Throat Spray Menthol 15ml
Sore Throat	GSL	Halls Soothers Blackcurrant 45g
Sore Throat	GSL	Halls Soothers Cherry 45g
Sore Throat	GSL	Locketts Vitamin C Honey & Lemon 43g
Sore Throat	GSL	Fishermans Friend Menthol & Eucalyptus 25g
Sore Throat	GSL	Jakemans Throat and Chest Menthol 73g
Sore Throat	GSL	Jakemans Honey & Lemon 73g
Sore Throat	GSL	Strepsils Honey & Lemon 24s
Sore Throat	GSL	Strepsils Sugar Free Strawberry 36s
Sore Throat	GSL	Strepsils Extra Blackcurrant 24s

P Med Product Recommendation



Subcategory	GSL / P	Name (In Order Left → Right On Shelf)
Cough	P	Benylin Dry Cough Non-Drowsy 150ml
Cough	P	Benylin Chesty Cough Original 150ml
Cough	P	Benylin Chesty Cough Original 300ml
Cough	P	Benylin Dry Cough Night 150ml
Cough	P	Covonia Original Bronchial Balsam 150ml
Cough	P	Covonia Night Time 150ml
Cough	P	Robitussin Dry Cough 100ml
Cough	P	Robitussin Dry Cough 250ml
Cough	P	Robitussin Mucus Cough and Congestion Relief 100ml
Cough	P	Actifed Dry Cough 100ml
Decongestants	P	Sudafed Decongestant Liquid 100ml
Decongestants	P	Sudafed Decongestant Tablets 12s
Decongestants	P	Sudafed Sinus Pressure and Pain 12s
Decongestants	P	Actifed Multi-Action 12s
Decongestants	P	Sinutab Non-Drowsy Tablets 15s
Decongestants	P	Contac Non-Drowsy 18s
Cold & Flu	P	Night Nurse Liquid 160ml
Cold & Flu	P	Night Nurse Capsules 10s
Cold & Flu	P	Beecham's Aspirin & Caffeine Powders 20s
Cold & Flu	P	Benylin 4 Flu Tablets 24s
Cold & Flu	P	Benylin Day & Night Tablets 16s
Sore Throat	P	Difflam Throat Spray 30ml
Sore Throat	P	Difflam Sore Throat Rinse 200ml
Sore Throat	P	Covonia Dual Action Sore Throat Spray 30ml
Sore Throat	P	Strefen Honey & Lemon 16s

