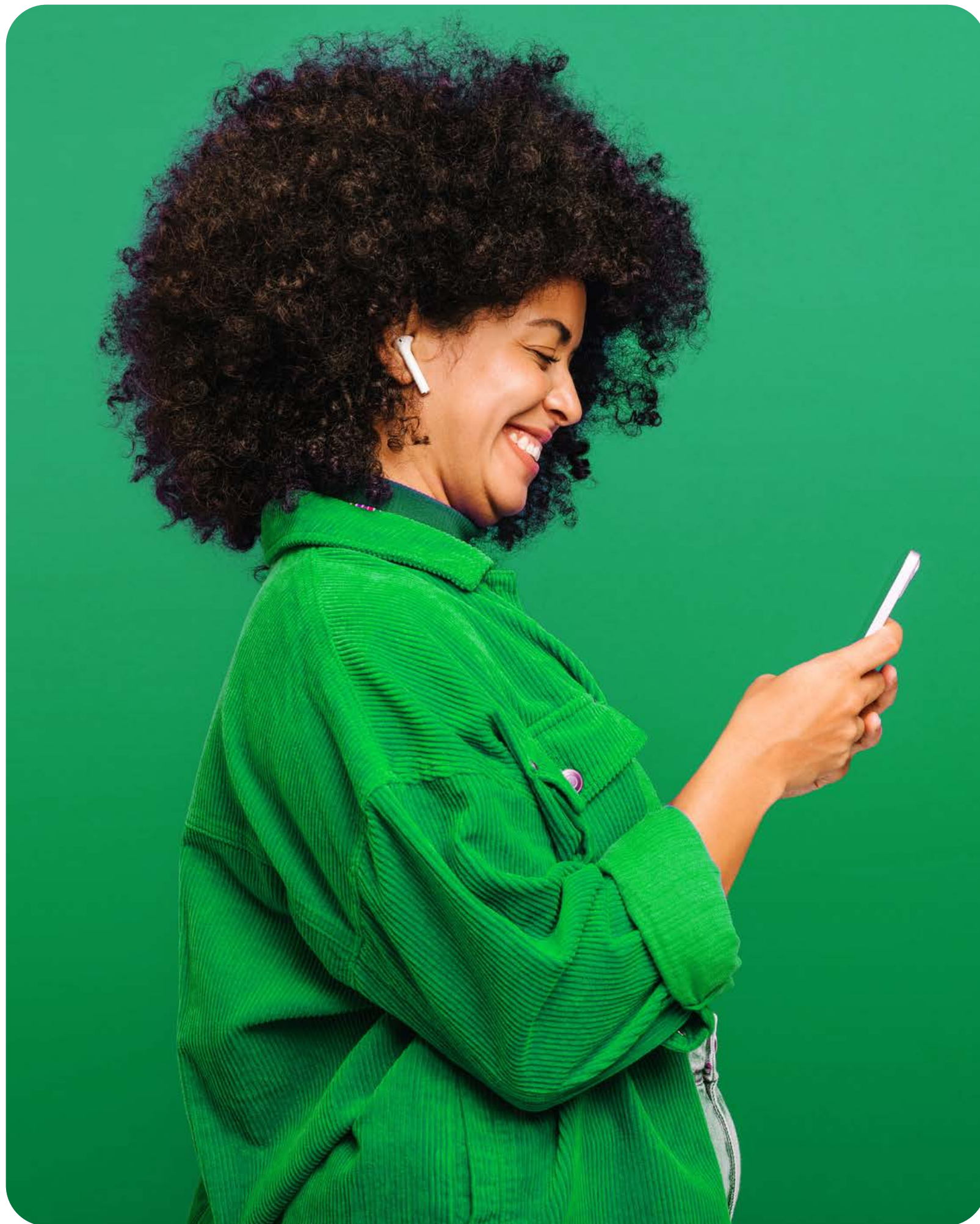




How to maximize sales for NRT Stop Smoking

**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.

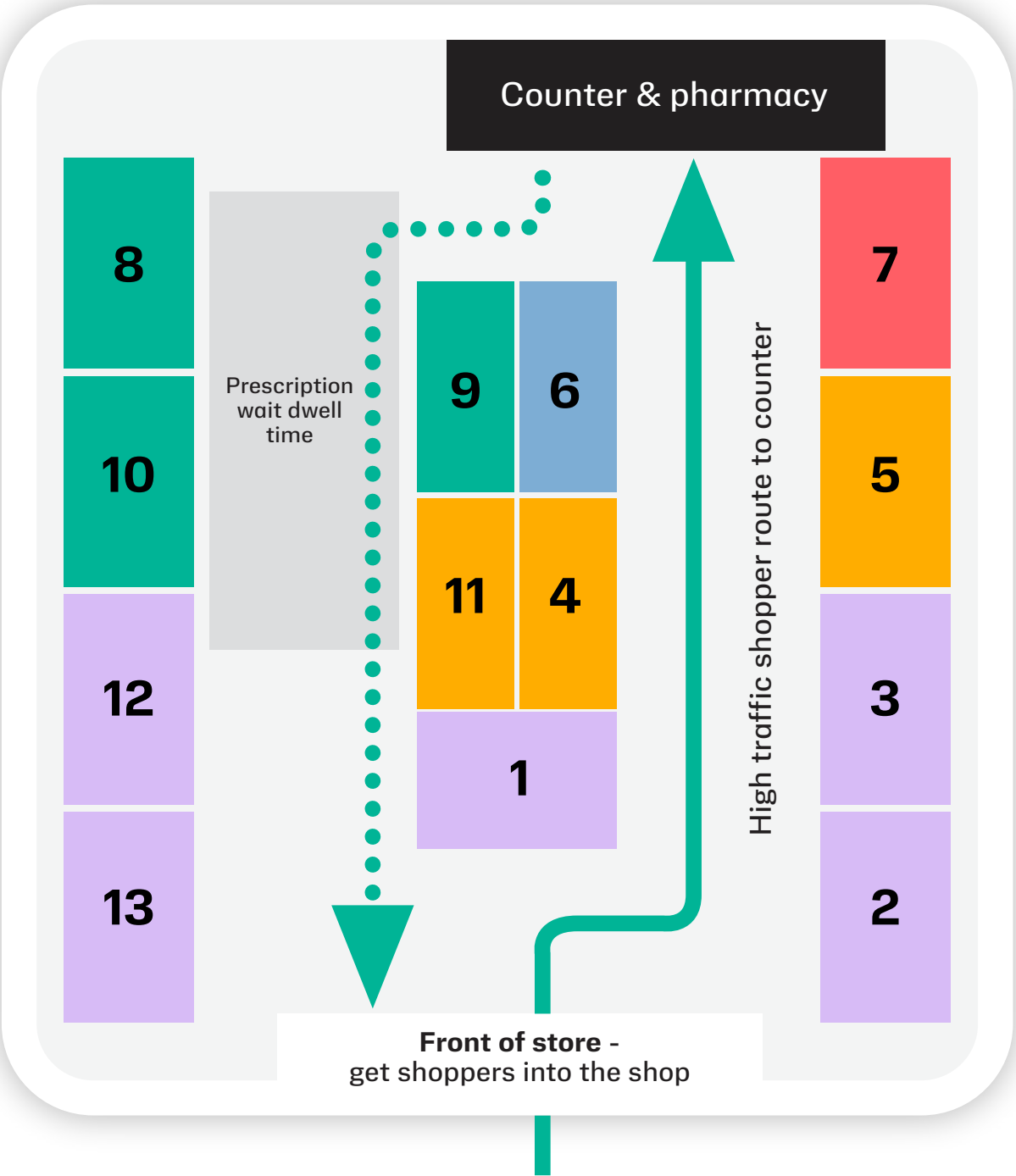
At the front of the store we want to **attract shoppers in**:

- 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.

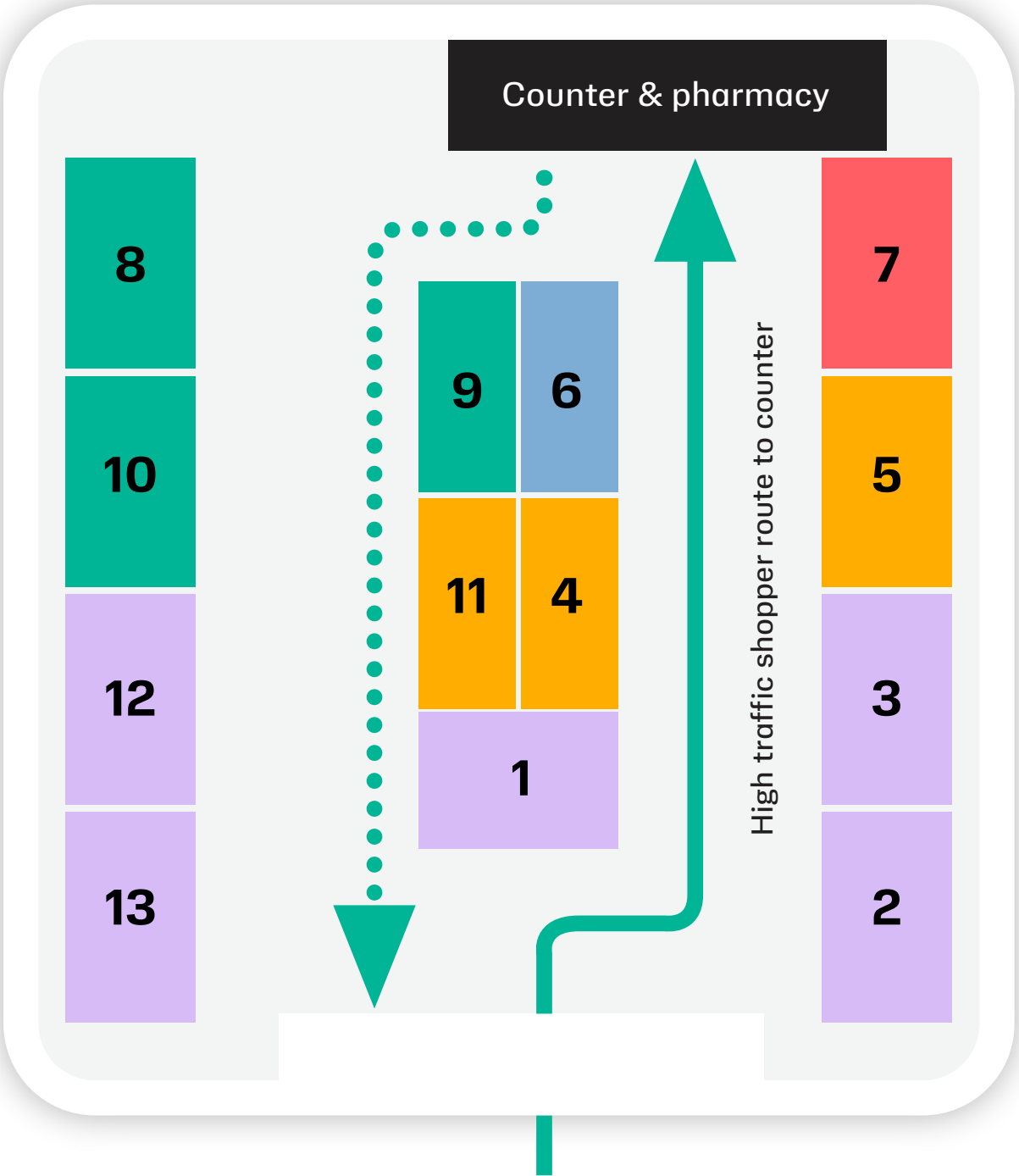
Think about thought provoking **posters or high theft categories** you want to keep an eye on e.g. Stop Smoking

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

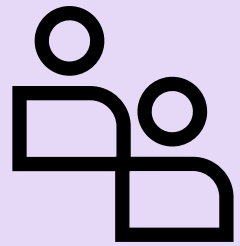
Example layout



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

The role of the pharmacist is critical to quit success

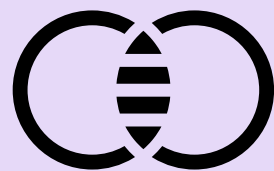
The right support



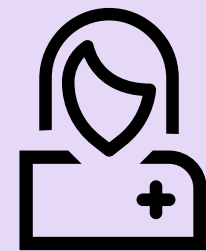
Behavioural support +
NRT increases quit
success by **3x**¹



Smokers are **2x**
more likely to quit
with HCP support¹



Combination therapy
increases quit
chances by **27%**²



7 out of 10
Smokers said they
would seek pharmacy
support when quitting³



Shoppers struggle to understand what product is right for them



Long dwell time

36% of shoppers want to **spend time considering** their purchase¹



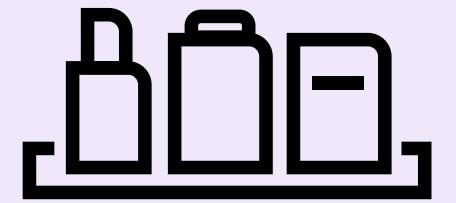
High walkaway

1 in 10 shoppers walk away without purchasing, if No1 choice is unavailable²



True quit plan

50% of quitters **do not** understand the importance of tapering down strengths to quit²



Simpler fixture

NRT **ranks 1st** among 214 categories shoppers are wanting a simpler fixture¹

Only 4% of Quitters are confident navigating the NRT category

- **33%** don't understand the role of different formats
- **45%** are sure which nicotine dose is correct for them³

People attempting to quit smoking are valuable to the whole pharmacy as they spend more on other healthcare products

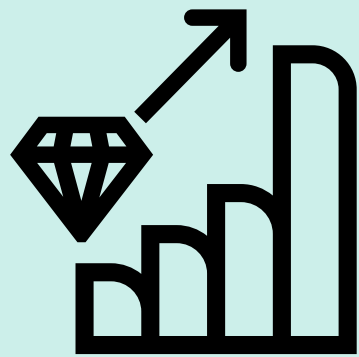
Category size

2.1%

of the GB population
have bought into NRT

Record

numbers of smokers
trying to quit



Shopper value

£177

spend per shopper



£15

high trip
spend

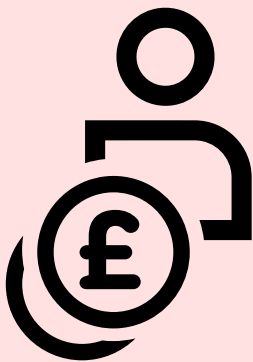
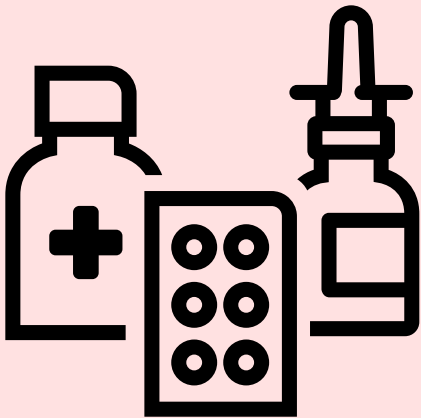
x12

trips
per year

Halo effect

+52%

more in selfcare,
outside of NRT



NRT shoppers spend

x2.5

more than the average
vape shopper

Navigation

Recommended principles

- 1 Block by format
- 2 Brand blocking within format
- 3 Flavour then strength within brand
- 4 Pack sizes within flavour to drive trade up
- 5 Good, Better, Best (L → R & B → T)

Recommended flow



Principles

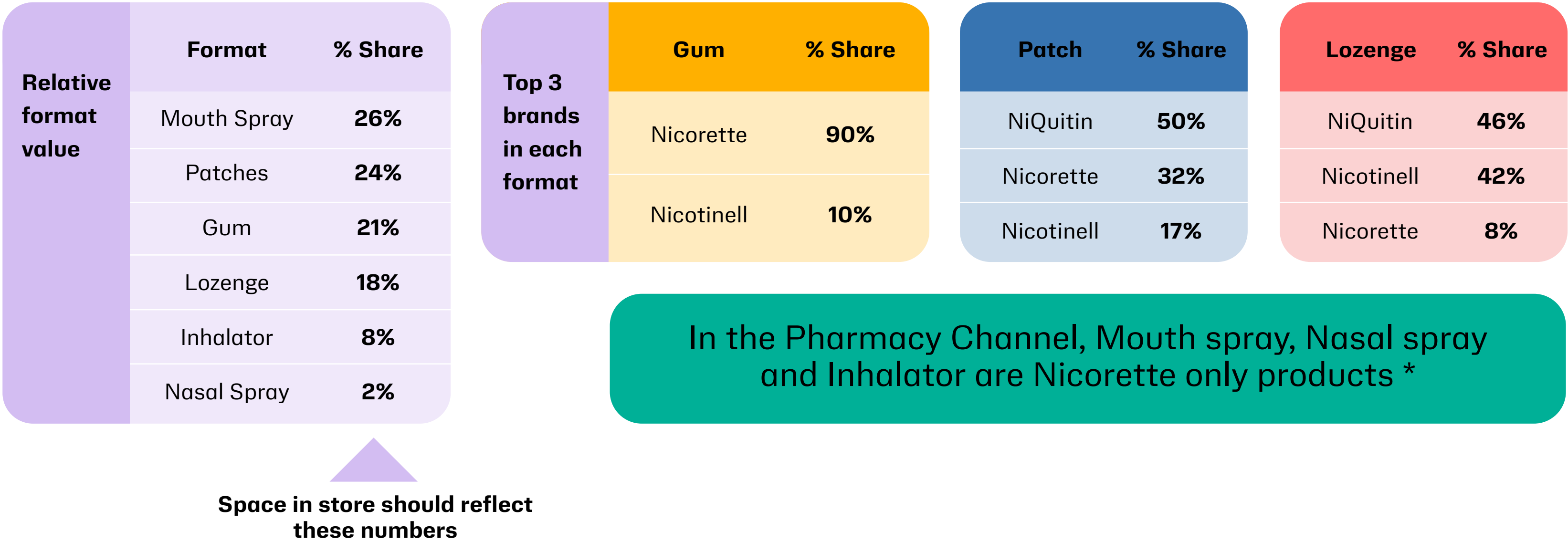
- 1 Aim for eyeline space on shelf as this is a high value category
- 2 Gum at eyeline as largest format Mouth Spray just above eyeline as highest value per shopper
- 3 Nicorette Gum / QuickMist block as category beacon
- 4 **45%** of shoppers associate the colour green with Stop Smoking

Shoppers shop NRT by format and decide on strength & flavour in store

What does this mean?

Shoppers will most likely seek stop smoking products in pharmacy when they are at the start of their quit attempt, having breadth is important to cover different needs.

Utilise your USP – the Pharmacist! Pharmacist recommendations are a key source of information for new quitters and should drive sales in your store.



Do's and dont's

- ✓ Cover all major formats
- ✓ Use “Talk to the pharmacist” message
- ✓ If products are kept behind the counter, include some signposting in the front of store so that shoppers have a mental reminder to ask for the product.

- ✗ Don't block by brand and mix formats
- ✗ Don't overload/cram the fixture.
Ensure it is easy to shop to reduce turn away.

4 Shelf NRT recommendations

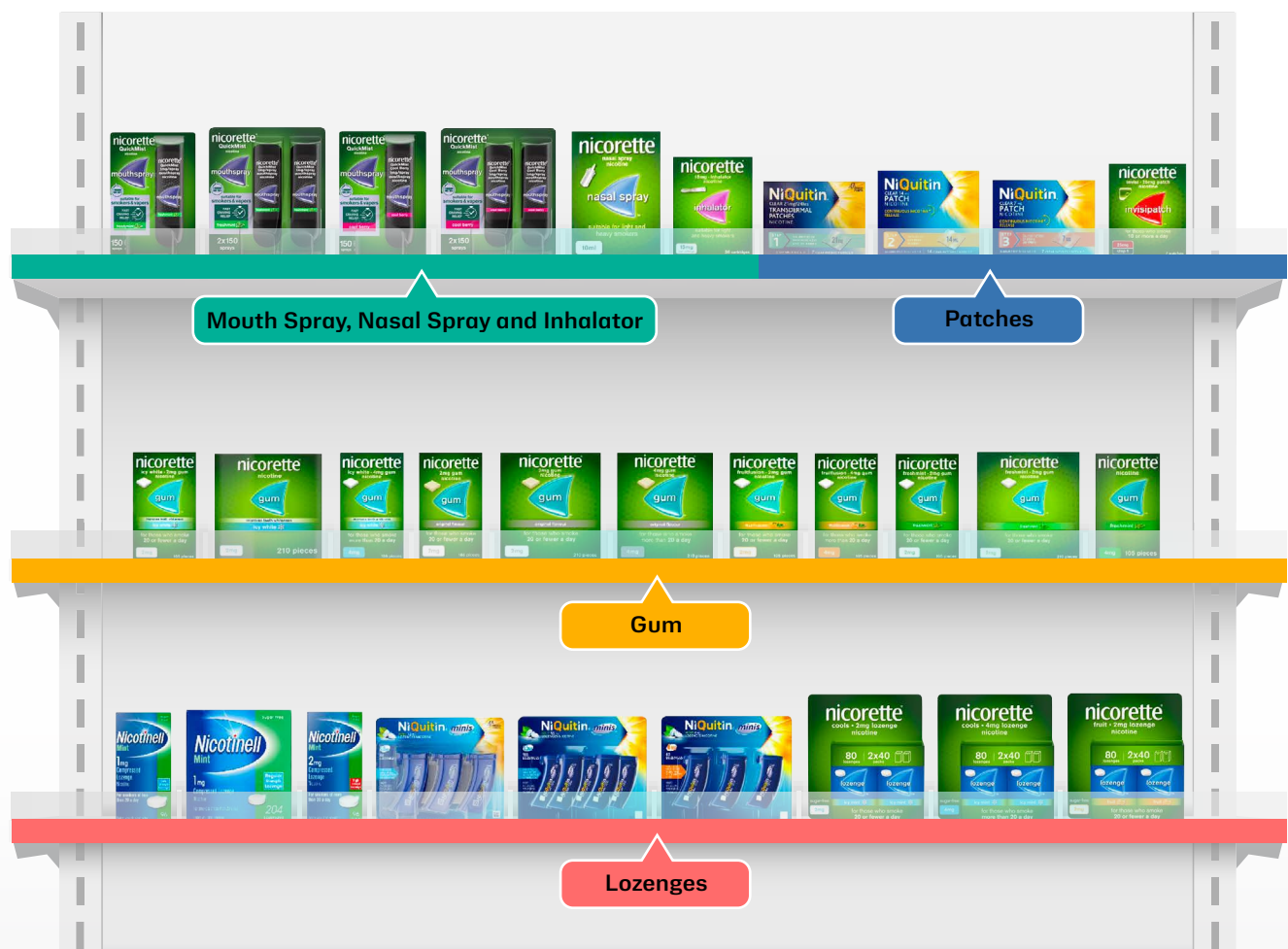


Eyeline



Subcategory	Name (In Order Left → Right On Shelf)
Mouth Spray	Nicorette Quickmist Single Pack
Mouth Spray	Nicorette Quickmist Duo Pack
Mouth Spray	Nicorette Quickmist Cool Berry Single
Mouth Spray	Nicorette Quickmist Berry 2s
Mouth Spray	Nicorette Quickmist Smart Track Single
Nasal Spray	Nicorette Nasal Spray 10ml
Inhalers	Nicorette 15mg Inhalator 36 Cartridges
Gum	Nicorette Icy White Gum 2mg 105s
Gum	Nicorette Icy White Gum 2mg 210s
Gum	Nicorette Icy White Gum 4mg 105s
Gum	Nicorette Original Gum 2mg 105s
Gum	Nicorette Original Gum 2mg 210s
Gum	Nicorette Original Gum 4mg 210s
Gum	Nicorette Gum Fruitfusion 2mg 105s
Gum	Nicorette Gum Fruitfusion 4mg 105s
Gum	Nicorette Freshmint 2mg Gum 105s
Gum	Nicorette Freshmint Gum 2mg 210s
Gum	Nicorette Freshmint 4mg Gum 105s
Patches	Nicotinell 21mg Patch Step 1 x7
Patches	Nicotinell 14mg Patch Step 2 x7
Patches	Nicotinell 7mg Patch Step 3 x7
Patches	Niquitin Clear 21mg Patch Step 1 x7
Patches	Niquitin Clear 21mg Patch Step 1 x14
Patches	Niquitin Clear 14mg Patch Step 2 x7
Patches	Niquitin Clear 14mg Patch Step 2 x14
Patches	Niquitin Clear 7mg Patch Step 3 x7
Patches	Nicorette Invisi 25mg Patch Step 1 x7
Patches	Nicorette Invisi 15mg Patch Step 2 x7
Lozenges	Nicotinell Mint 1mg Lozenge 96s
Lozenges	Nicotinell Mint 1mg Lozenge 204s
Lozenges	Nicotinell Mint 2mg Lozenge 96s
Lozenges	Niquitin Minis 1.5mg Mint Lozenges 60s
Lozenges	Niquitin Minis 1.5mg Mint Lozenges 100s
Lozenges	Niquitin Minis 4mg Mint Lozenges 60s
Lozenges	Nicorette Cools Mint 2mg Lozenges 80s
Lozenges	Nicorette Cools Mint 4mg Lozenges 80s
Lozenges	Nicorette Fruit 2mg Lozenges 80s

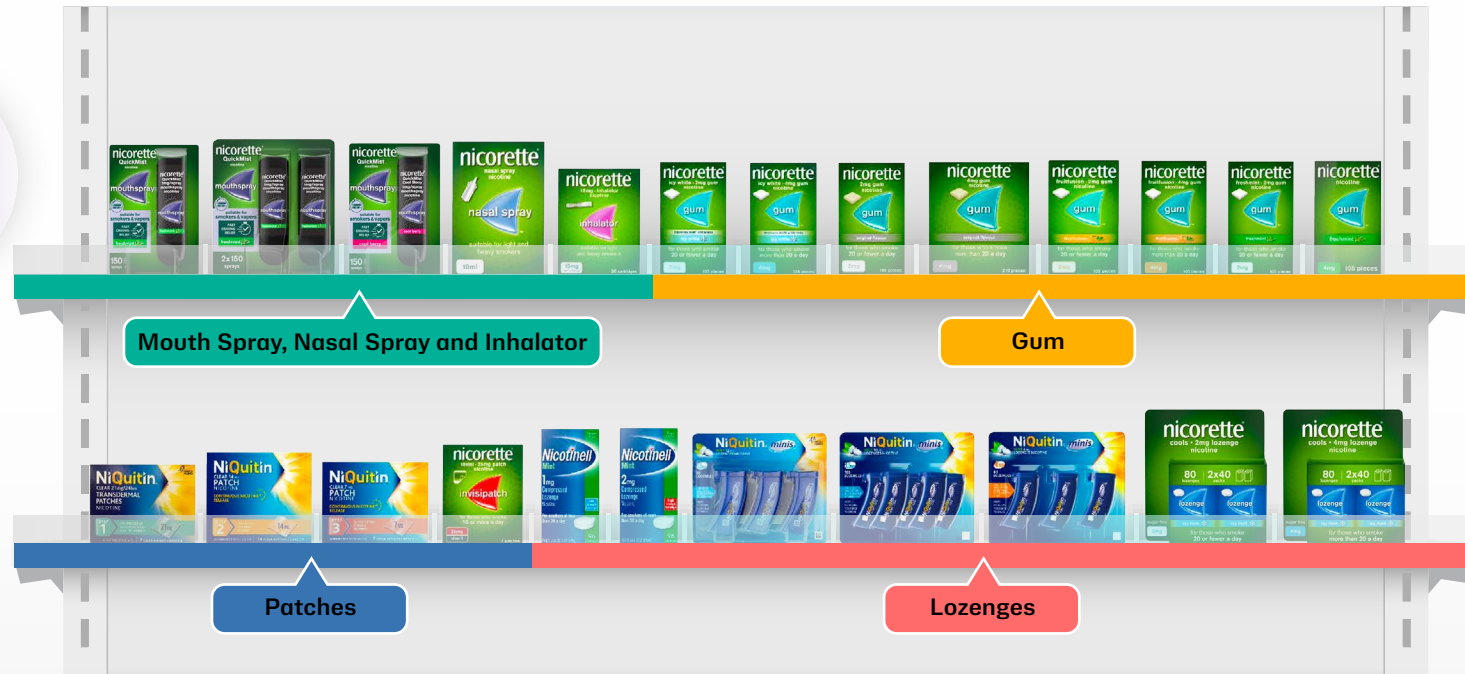
3 Shelf NRT recommendations



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Mouth Spray	Nicorette Quickmist Duo Pack
Mouth Spray	Nicorette Quickmist Cool Berry Single
Mouth Spray	Nicorette Quickmist Berry 2s
Nasal Spray	Nicorette Nasal Spray 10ml
Inhalers	Nicorette 15mg Inhalator 36 Cartridges
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Gum	Nicorette Icy White Gum 2mg 210s
Gum	Nicorette Icy White Gum 4mg 105s
Gum	Nicorette Original Gum 2mg 105s
Gum	Nicorette Original Gum 2mg 210s
Gum	Nicorette Original Gum 4mg 210s
Gum	Nicorette Gum Fruitfusion 2mg 105s
Gum	Nicorette Gum Fruitfusion 4mg 105s
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Lozenges	Nicotinell Mint 1mg Lozenge 204s
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Lozenges	Niquitin Minis 1.5mg Mint Lozenges 60s
Lozenges	Niquitin Minis 1.5mg Mint Lozenges 100s
Lozenges	Niquitin Minis 4mg Mint Lozenges 60s
Lozenges	Nicorette Cools Mint 2mg Lozenges 80s
Lozenges	Nicorette Cools Mint 4mg Lozenges 80s
Lozenges	Nicorette Fruit 2mg Lozenges 80s

2 Shelf NRT recommendations

Eyeline



Subcategory	Name (In Order Left → Right On Shelf)
Mouth Spray	Nicorette Quickmist Single Pack
Mouth Spray	Nicorette Quickmist Duo Pack
Mouth Spray	Nicorette Quickmist Cool Berry Single
Nasal Spray	Nicorette Nasal Spray 10ml
Inhalers	Nicorette 15mg Inhalator 36 Cartridges
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Gum	Nicorette Icy White Gum 4mg 105s
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Gum	Nicorette Original Gum 4mg 210s
Gum	Nicorette Gum Fruitfusion 2mg 105s
Gum	Nicorette Gum Fruitfusion 4mg 105s
Gum	Nicorette Freshmint 2mg Gum 105s
Gum	Nicorette Freshmint 4mg Gum 105s
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Lozenges	Nicotinell Mint 1mg Lozenge 96s
Lozenges	Nicotinell Mint 2mg Lozenge 96s
Lozenges	Niquitin Minis 1.5mg Mint Lozenges 60s
Lozenges	Niquitin Minis 1.5mg Mint Lozenges 100s
Lozenges	Niquitin Minis 4mg Mint Lozenges 60s
Lozenges	Nicorette Cools Mint 2mg Lozenges 80s
Lozenges	Nicorette Cools Mint 4mg Lozenges 80s

