



How to maximize sales of Children's 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.

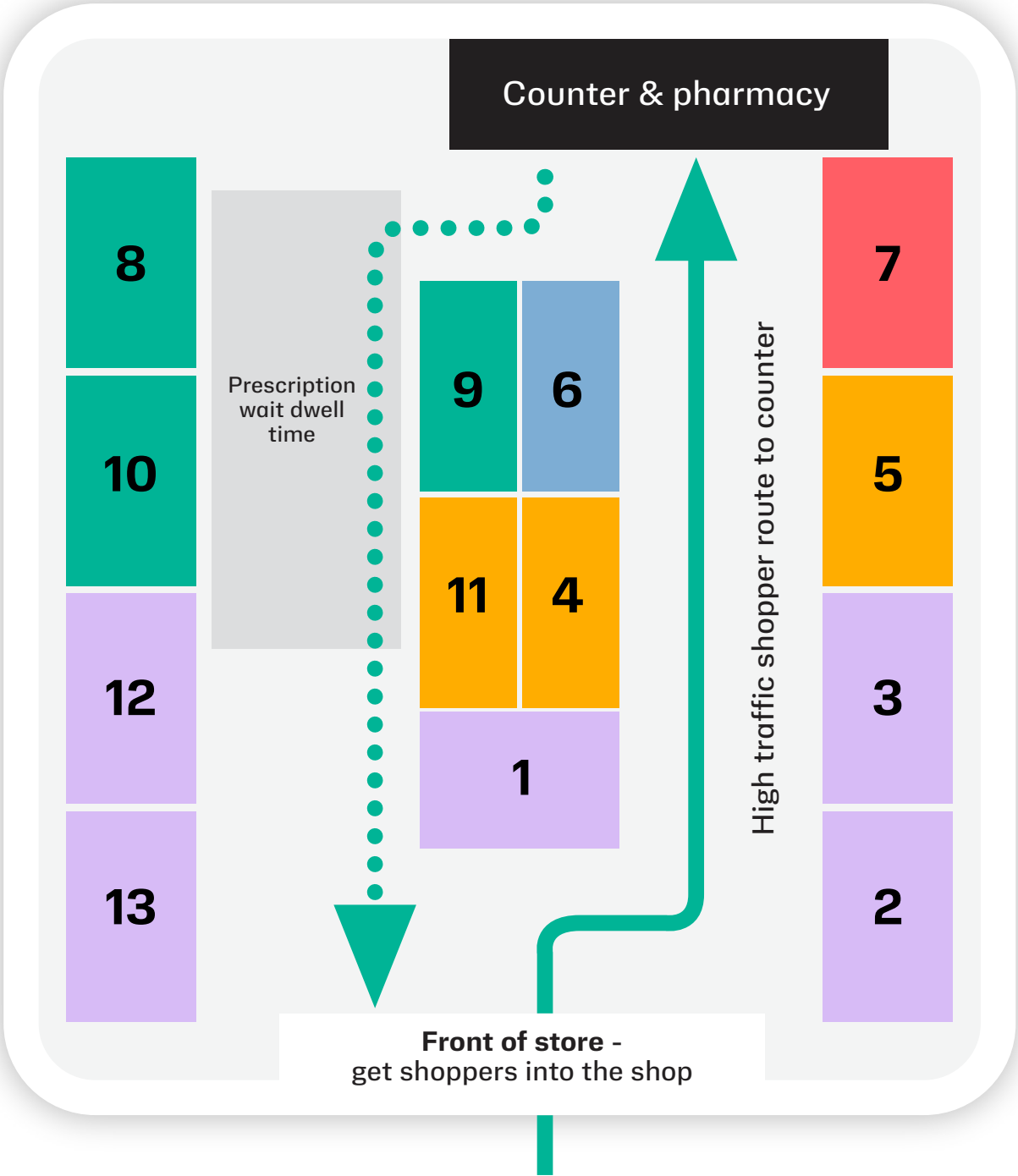
At the front of the store we want to **attract shoppers in**:

- 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.

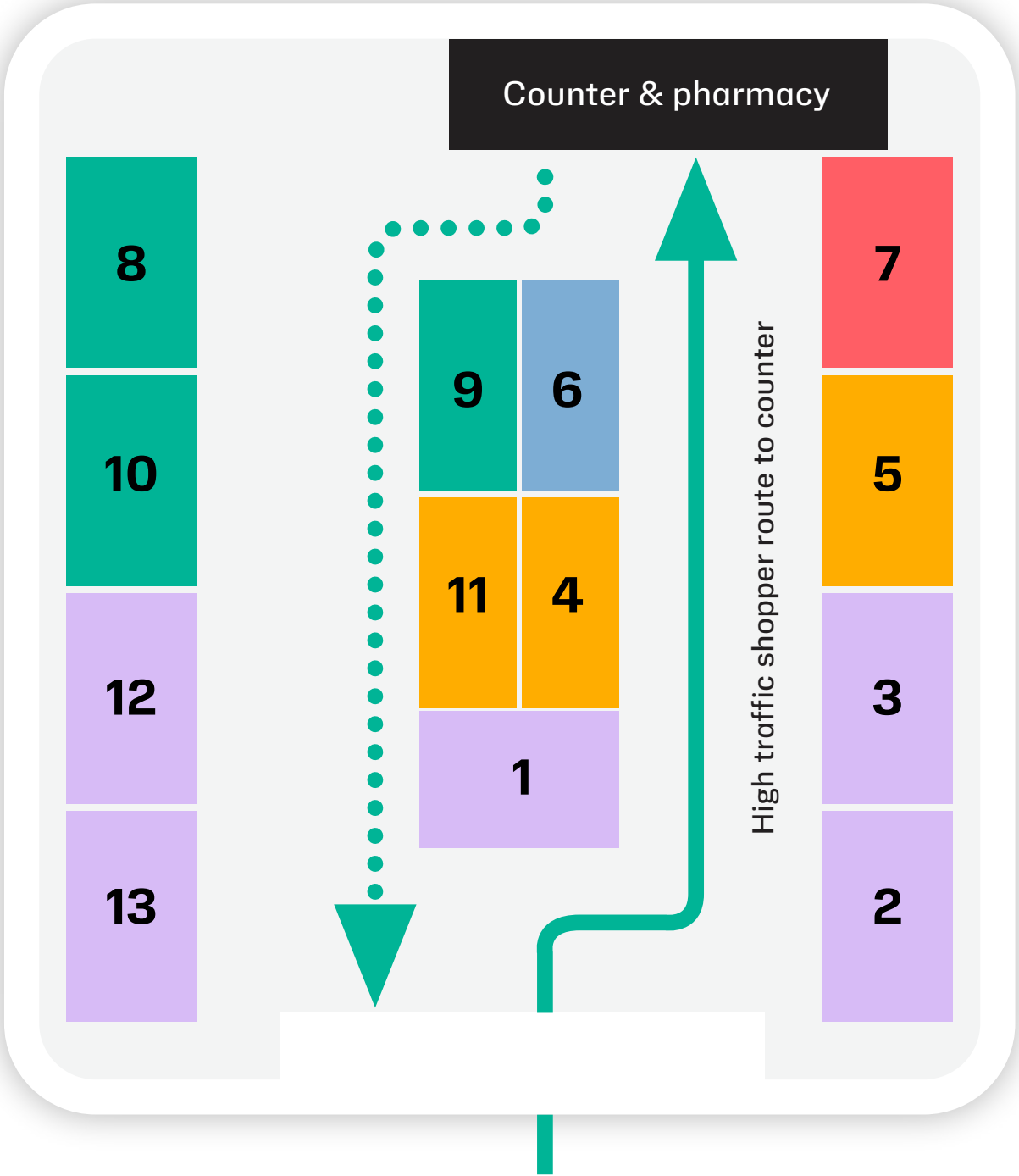
Think about thought provoking **posters or high theft categories** you want to keep an eye on e.g. Stop Smoking

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

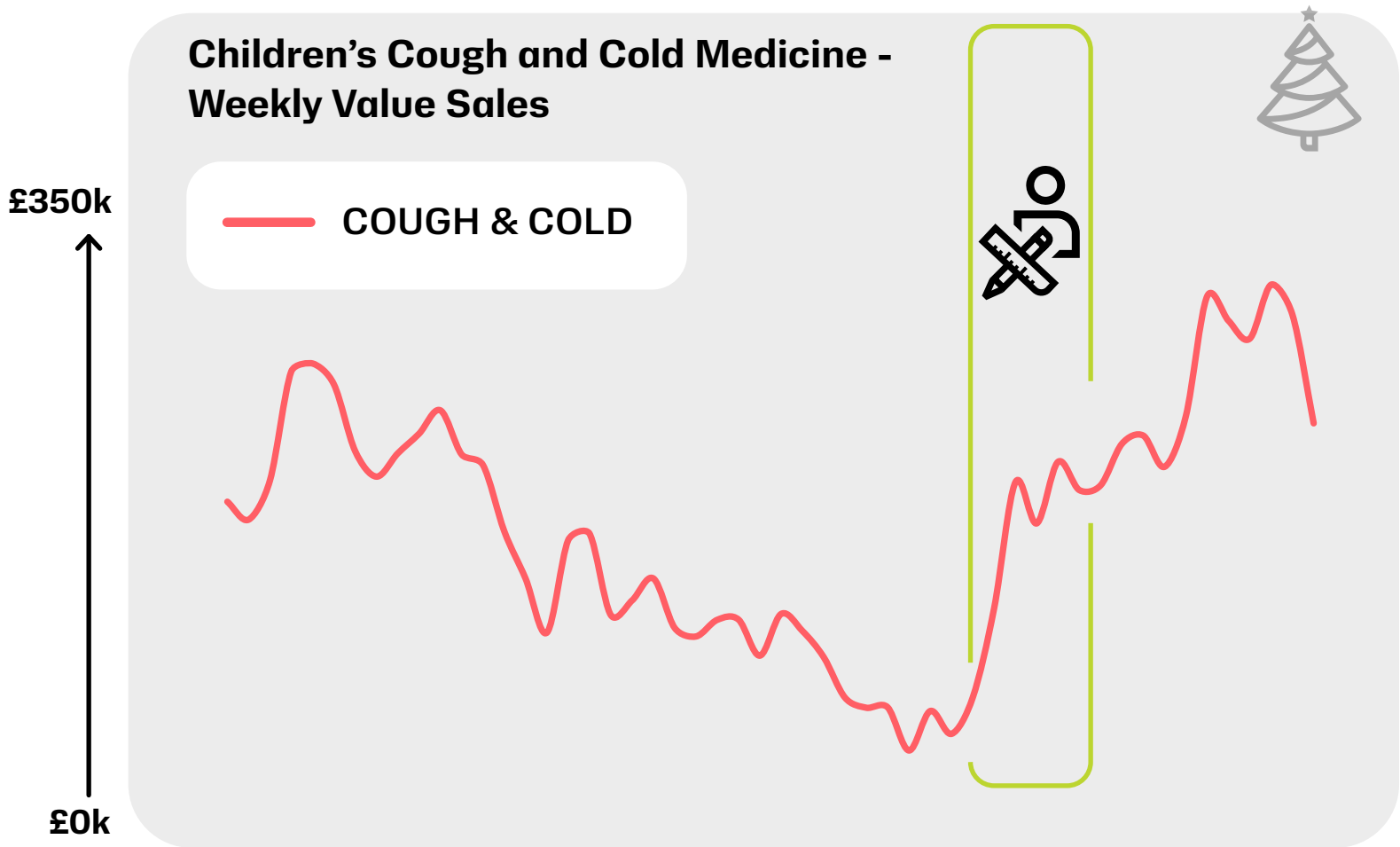


Bay	Category	Purpose
1	Activation hot spot	Draw shoppers in
2	Baby & kids toiletries	Draw shoppers in
3	Baby Healthcare & vitamins	Adjacent category to Bay 2
4	Women's health & sexual health	Discreet purchase categories
5	GSL Healthcare e.g. Pain, Winter, Gastro	Trade up at counter GSL medicine
6	Hand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

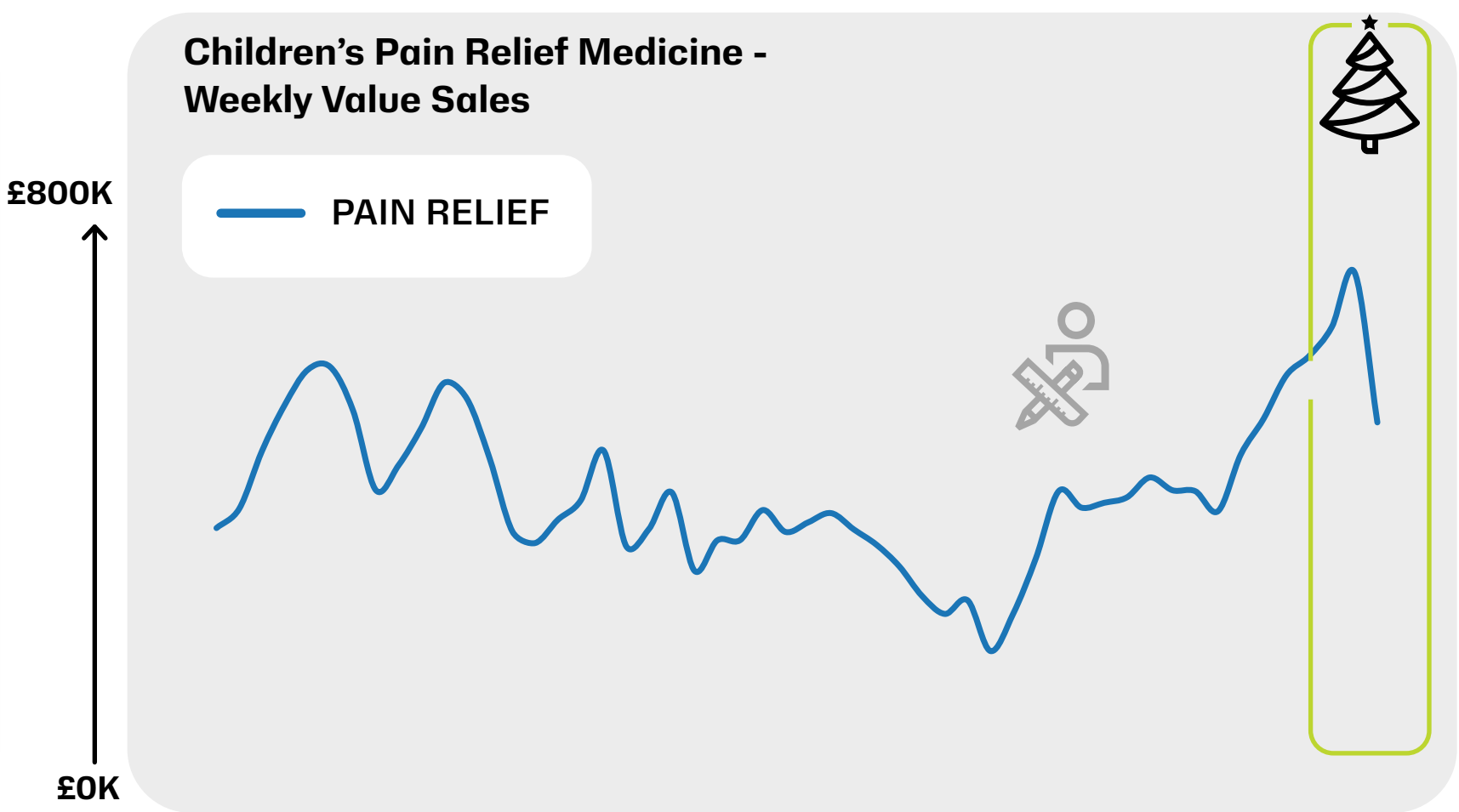
You will sell the most Children's Medicine in the Autumn

Prepare for “Back To School” as big shop chains do, by creating Kids Meds displays

Sales Double over the back to school two-week period



December sells 70% more Kids Pain Relief than other months do on average

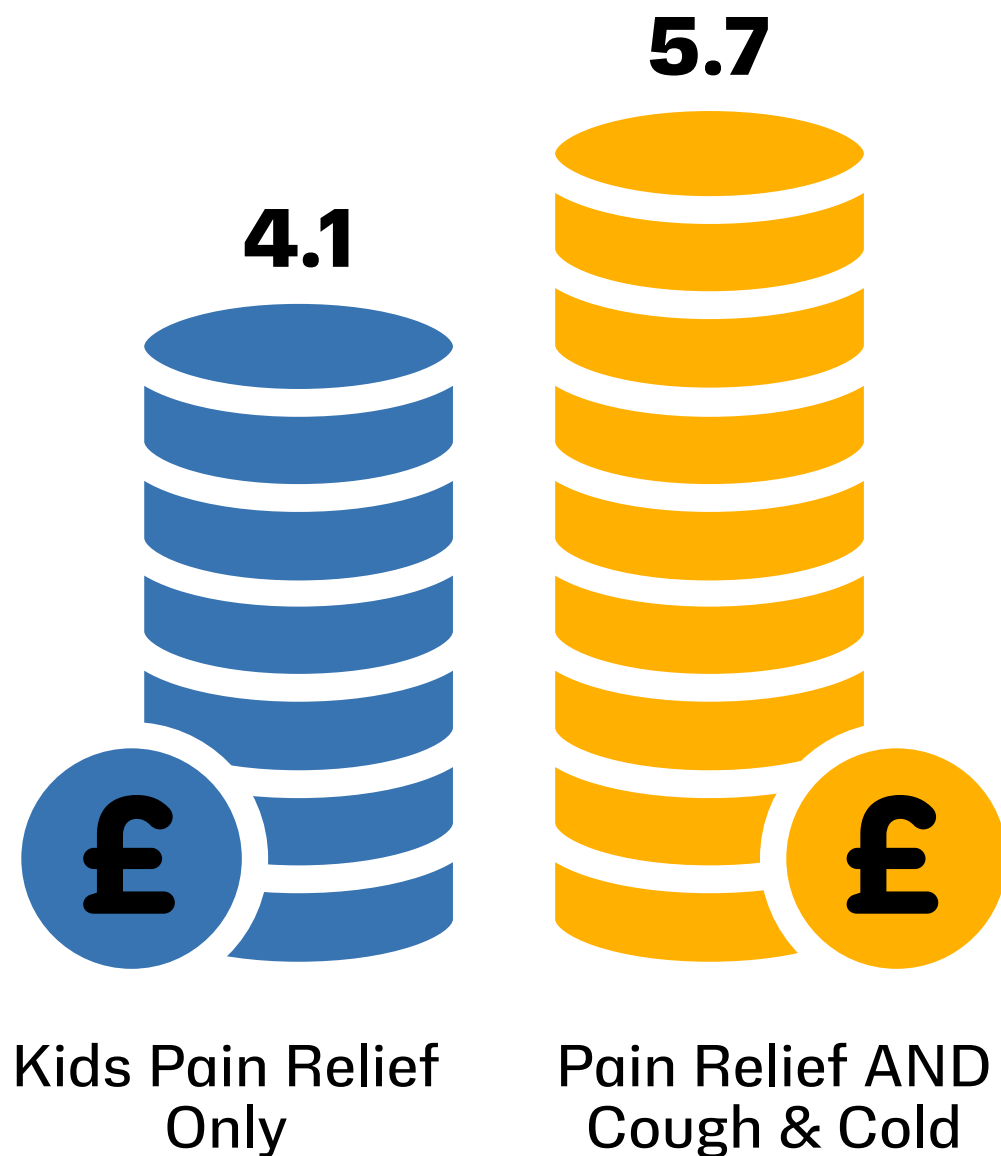


Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

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Encourage Cold and Flu purchase alongside Pain Relief medicine

This will provide better symptom treatment for Coughs and Colds and they'll spend more.



Shoppers who buy Cough or Cold products alongside Kids Pain Relief **spend 40%** more when in store.



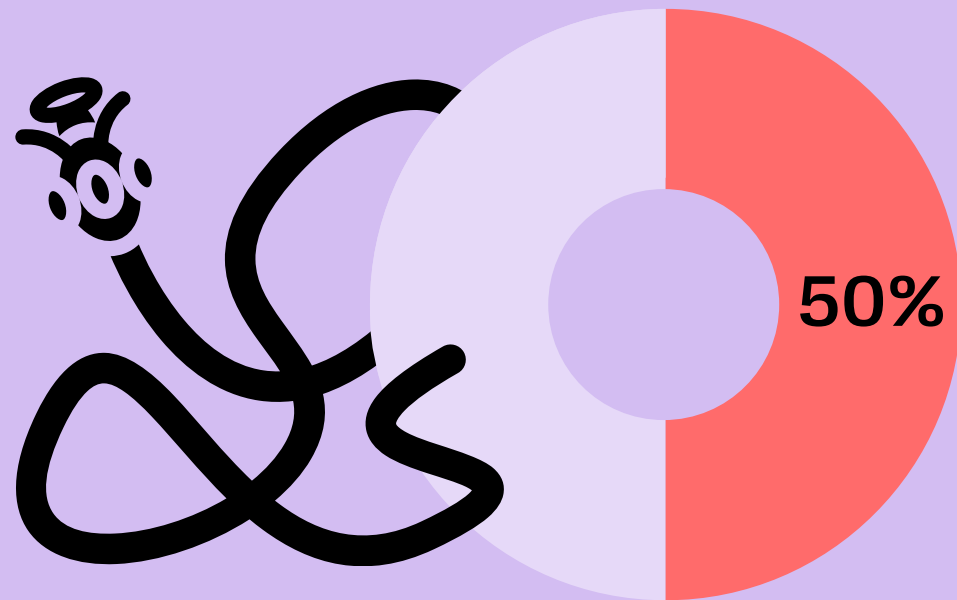
Ensure shoppers are buying the correct products to treat their children's symptoms.

30% of Children's Medicine sales are for Nits & Worms treatment

So what?

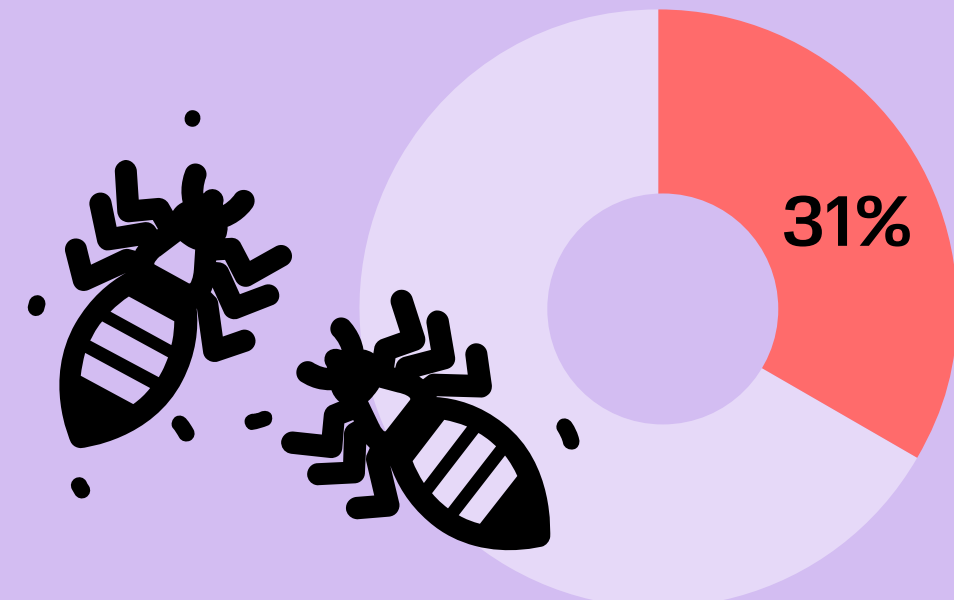
- 1 Important to ensure you have a good range of product for effective treatment.
- 2 Consider creating product displays during their “**peak season**”.

Independent Pharmacies sell **1/2** of all Worming Tablets in the UK.



Sales peak:
Summer Holidays: July – September.

Independent Pharmacies sell **1/3** of all Headlice Products in the UK.

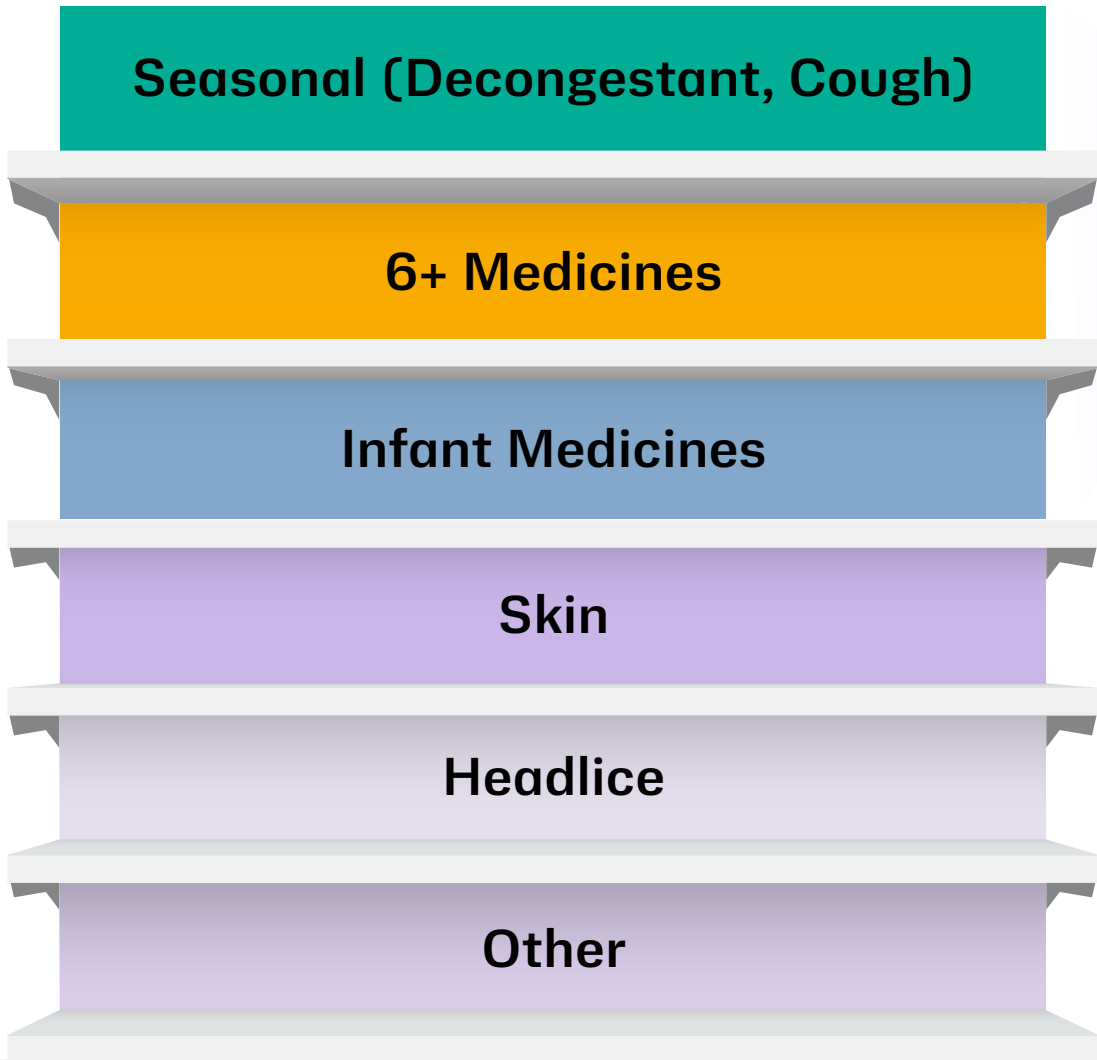


Sales peak:
Back to School: September – December.

Organise products by symptom then split it by age suitability

Two most important factors for parents when finding products they need.

Recommended flow



Principles

- 1** Shoppers first consider age suitability. It must be clear which products are suitable for infants and which are only suitable above 6 years.
- 2** Then they look for symptom relief e.g. pain relief, decongestant aids, cough, teething, gastro etc.
- 3** Consider having different formats for different needs e.g. on-the-go sachets or melting tablets.
- 4** Bigger pack, better value for pain relief P Medicines.

What does this mean?

Ensure you have a large proportion of the space dedicated to pain relief. This is the main product parents look for and treat with.

Encourage purchasing targeted symptom relief alongside pain relief, for best quality treatment. This will also increase the amount they spend in your store.



Place all children’s medicines close to each other –

DON’T put Children’s Cough products with Adult Cough, put it next to Children’s Pain relief.

Relative format value	Format	% Share
	Paediatric Analgesics	38%
	Headlice & Infestation	18%
	Cough & Cold	16%
	Worming Tablets	13%
	Skin: Nappy & Cradle Cap	10%
	Teething Relief	3%
	Gastro Intestinal	3%



Space in store should reflect these numbers

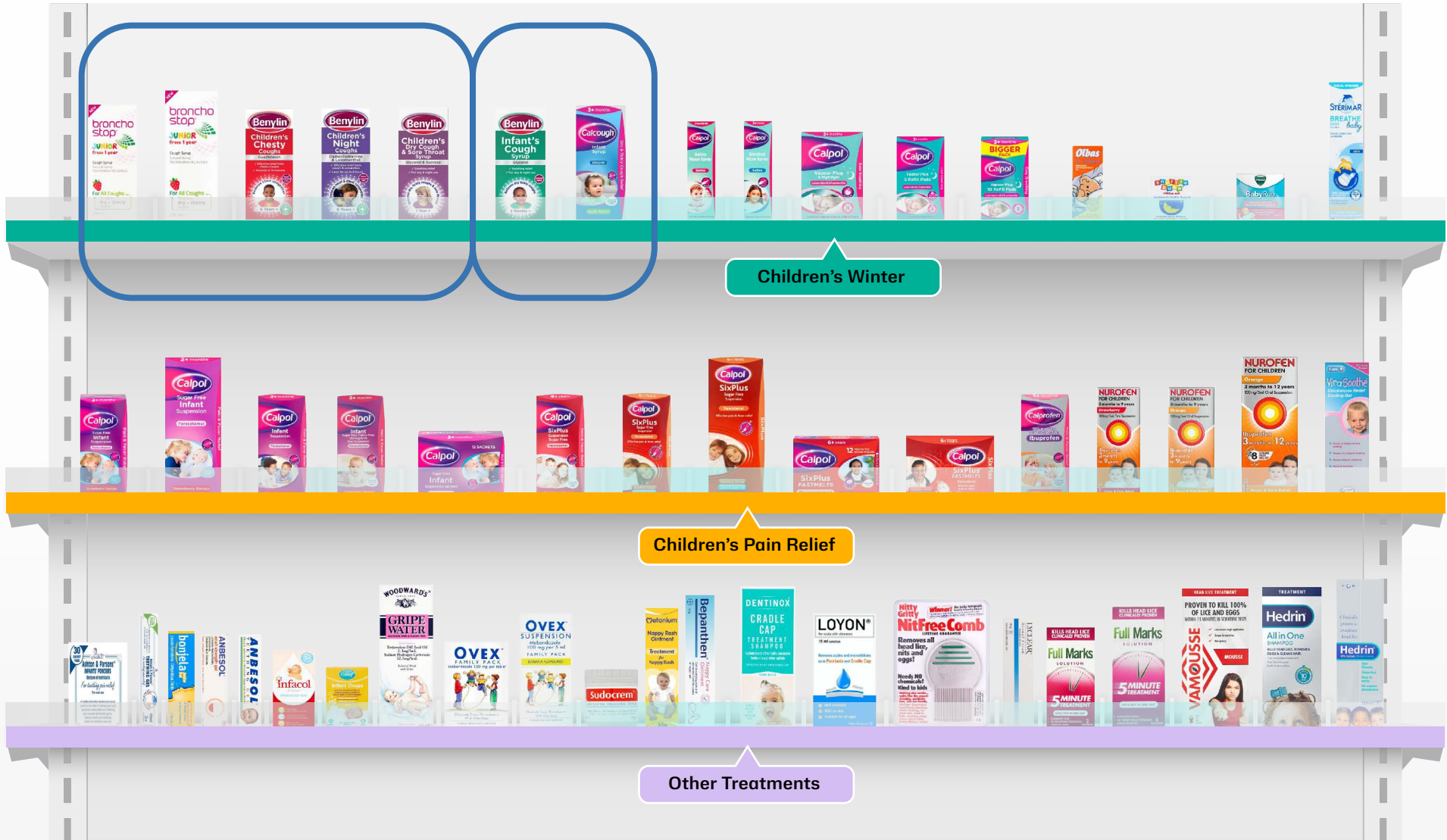
Top 3 brands in each format	Pain Relief	% Share
	Calpol	64%
	Nurofen	25%
	Numark	3%

Headlice	% Share
Nizoral	23%
Lyclear	22%
Hedrin	14%

Cough & Cold	% Share
Bronchostop	28%
Calpol	21%
Benylin	9%

Back Wall – Integrated P & GSL

Group Children Cough products separate to Infant Cough products



Subcategory	GSL / P	Name (In Order Left → Right On Shelf)
Kids Winter	GSL	Bronchostop Junior Strawberry 120ml
Kids Winter	GSL	Bronchostop Junior Strawberry 200ml
Kids Winter	P	Benylin Children's Chesty Cough 125ml
Kids Winter	P	Benylin Children's Night Cough 125ml
Kids Winter	GSL	Benylin Children's Cough & Sore Throat Blackcurrant 125ml
Kids Winter	GSL	Benylin Infant Cough Apple 125ml
Kids Winter	GSL	Calcough Infant Cough Apple 125ml
Kids Winter	GSL	Calpol Saline Spray (From birth) 15ml
Kids Winter	GSL	Calpol Blocked Nose Spray (3m+) 15ml
Kids Winter	GSL	Calpol Vapour Plug and Nightlight
Kids Winter	GSL	Calpol Vapour Plug Refills 5s
Kids Winter	GSL	Calpol Vapour Plug Refills 10s
Kids Winter	GSL	Olbas for Children 15ml
Kids Winter	GSL	Snufflebabe Vapour Rub 35ml
Kids Winter	GSL	Vicks Baby Rub 50g
Kids Winter	GSL	Sterimar Baby Nasal Spray 15ml
Kids Pain Relief	GSL	Calpol Infant Sugar Free 100ml
Kids Pain Relief	P	Calpol Infant Sugar Free 200ml
Kids Pain Relief	GSL	Calpol Infant Original 100ml
Kids Pain Relief	GSL	Calpol Infant Sugar Free Colour Free 100ml
Kids Pain Relief	GSL	Calpol Infant Sachets 12s
Kids Pain Relief	GSL	Calpol 6 Plus Sugar Free 80ml
Kids Pain Relief	P	Calpol 6 Plus Sugar Free 100ml
Kids Pain Relief	P	Calpol 6 Plus Sugar Free 200ml
Kids Pain Relief	GSL	Calpol 6 Plus Fast Melt 12s
Kids Pain Relief	P	Calpol 6 Plus Fast Melt 24s
Kids Pain Relief	GSL	Calprofen Ibuprofen 100ml
Kids Pain Relief	GSL	Nurofen Strawberry 100ml
Kids Pain Relief	GSL	Nurofen Orange 100ml
Kids Pain Relief	P	Nurofen Orange 200ml
Chicken Pox	GSL	Care Chicken Pox Gel
Teething	GSL	Ashton & Parsons 30s
Teething	P	Ashton & Parsons Gel 10ml
Teething	GSL	Bonjela Junior 15g
Teething	GSL	Anbesol Oral Gel 10g
Teething	P	Anbesol Teething Gel 10g
Gastro	GSL	Infacol Simeticone Colic Relief 55ml
Gastro	GSL	Colief Infant Drops 7ml
Gastro	GSL	Woodward's Gripe Water 150ml
Gastro	P	Oves Family Pack
Gastro	P	Oves 30ml
Skin Treatment	GSL	Sudacrem Antiseptic Cream 125ml
Skin Treatment	GSL	Metanium Nappy Rash Ointment 30g
Skin Treatment	GSL	Bepanthen Nappy Care Ointment 30g
Skin Treatment	GSL	Dentinox Cradle Cap Shampoo 125ml
Skin Treatment	GSL	Loyon Cradle Cap Treatment 15ml
Head Lice Treatment	GSL	Nitty Gritty Nit Free Comb
Head Lice Treatment	P	Lyclear Dermal Cream
Head Lice Treatment	GSL	Full Marks Solution 100ml
Head Lice Treatment	GSL	Full Marks Solution 200ml
Head Lice Treatment	GSL	Vamousse Treatment 100ml
Head Lice Treatment	GSL	Hedrin Head Lice Treatment 100ml
Head Lice Treatment	P	Headrin 4% Lotion 150ml

4 Shelf GSL Recommendation

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Kids Pain Relief	GSL	Calpol 6 Plus Fast Melt 12s
Kids Pain Relief	GSL	Calprofen Ibuprofen 100ml
Kids Pain Relief	GSL	Nurofen Strawberry 100ml
Kids Pain Relief	GSL	Nurofen Orange 100ml
Teething	GSL	Ashton & Parsons 30s
Teething	GSL	Bonjela Junior 15g
Teething	GSL	Anbesol Oral Gel 10g
Gastro	GSL	Infacol Simeticone Colic Relief 55ml
Gastro	GSL	Colief Infant Drops 7ml
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Skin Treatment	GSL	Sudacrem Antiseptic Cream 125ml
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Head Lice Treatment	GSL	Nitty Gritty Nit Free Comb
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