

CATEGORY ADVICE 2023

HOUSEHOLD



- Market Insights
- Must Stock Lines
- Planograms





HOUSEHOLD

Market Insight

CATEGORY ADVICE
2023

The Toilet Tissue market in Independents & Convenience is worth £309.4m in 2022.

Sales of 4 roll packs accounted for around half of total toilet tissues sold in Independents & Convenience, outperforming the total market.

(Nielsen – Toilet Tissue – MAT: 12.11.2022)

Laundry Capsules are the best-selling format in the Independents due to convenience and great cleaning performance.

Make sure you are stocking the No.1 Capsule SKU - Daz All-in-1 Pods (807960) and maximise sales with sensitive skin shoppers by stocking Comfort Pure Fabric Conditioner (656005).

(Nielsen – Laundry – MAT: 11.09.2022)

Auto Dish Wash sale value exceeds Hand Dish Wash sale by over 50%.

Stock up top performing SKU in Independents: Finish Powerball All-in-1 Max (169745) and to drive incremental sales ensure you are stocking Dishwasher Additives: Finish Rinse Aid (811775).

(IRI – ADW & Hand Dish – MAT: 30.09.2022)

Own label household products offer great value versus branded products and deliver on average over 30% POR.

Covid-19 has heightened consumers' home care regime so much so that 7 out of 10 cleaning occasions are now considered "quick cleaning".*

Ensure you are stocking Antibac Surface Wipes and Multipurpose Sprays such as Dettol Antibac Wipes 30's (778158) and Flash All Purpose Cleaner 1.2ltr (797257).

* Proprietary brand manufacturer research (Procter & Gamble)

PMP's offer shoppers price confidence.

28% of shoppers are more likely to buy a Household Cleaning or Laundry product if it's in a price marked pack.

Where possible, offer price marked versions of the leading HHC & Laundry SKUs to drive price confidence to consumers.

(Lumina Intelligence 2020)

Fragrance continues to drive growth into the category whilst attracting a younger audience.

Fragrance Cleaning Sprays are growing +4.7% YoY outperforming the category average and fragrance-free sprays.

(Nielsen – HHC (Sprays Only) – Total Market – Value Sales – MAT: 28.11.2021)

The Top 6 brands in Total Surface Cleaning* account for 62% of total sales in Independents.

Domestos, Dettol, Flash, Mr. Muscle, Zoflora & Cif are the best-selling brands. Capitalise on cross-category sales by stocking the best-selling products from these brands across multiple categories.

(Nielsen – HHC – Impulse – Value Sales – MAT: 09.10.2022)

*Total Surface Cleaning is comprised of Household Cleaning, Specialist Cleaning and Bleach & Toilet.



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Market Insight

CATEGORY ADVICE
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Paper

- Toilet tissues value sale is in growth, branded as well as Own label. Overall Category is growing by 3.2% and Own label is growing at 6.8%, in value.
- Price inflation has led to consumers leaving the traditional channels for discounters and wholesalers, while looking for cheaper alternatives. Own labels play a key part in adding this value.
- Value brands such as Best-one are flourishing and growing in value.

(The Grocer: 17-12-2022)



Surface Cleaners

- Nearly half of the consumers are using more anti-bacterial products in their home.
- Specialist Cleaning is an important category and is approximately the same size as Household Cleaning.
- Anti-bacterial and Disinfectant products are available in a variety of formats (aerosols, triggers, wipes, liquids).



Laundry

- New families increase their Laundry spend by up to 50%. (Kantar Worldpanel/Supplier Manufacturer Data)
- Own label is seeing double digit growth driven again by value concourse shoppers.
- Drive category value and basket spend by stocking a full Laundry regime. (Detergent, Ancillaries, Fabric Conditioners & Fabric Enhancers)
- 44% of UK households contain someone with sensitive skin. (Kantar Worldpanel/Supplier Manufacturer Data)

Allocate space for a sensitive range within your laundry fixture



Laundry Pods are a key driver of growth within Main Wash Laundry

Shoppers will continue to look for brands that they know and trust. Dettol and Zoflora are two key brands in the “Anti-bacterial” and “Disinfectant” category. Ensure that these products are available in a variety of formats (triggers, wipes, and liquids) and are clearly visible on shelves as a part of your Core Range.

Air Care

- More than half of Air Care sales are impulse purchases so make sure you provide sufficient visibility in store.
- Candles perform best between October and March. Stock seasonal & festive scents to maximise the opportunity during the season.
- Stock up on a wide variety of formats such as aerosol, plug-ins, and ambient bathroom fresheners.



Febreze, Air Wick and Glade are all major brands in the Air Care category

A wide range of disinfectants and antibacterial products are available in depots now!





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.

CLEANERS



- 1
- 2
- 3
- 4
- 5
- 6
- 7

LAUNDRY



- 8
- 9
- 10
- 11
- 12
- 13
- 14

PAPER



- 15
- 16
- 17
- 18
- 19
- 20
- 21

KITCHEN ESSENTIALS



- 22
- 23
- 24
- 25
- 26



HOUSEHOLD

Must Stock Lines

CATEGORY ADVICE
2023

1



FAIRY LIQUID ORIGINAL
PM £1.29 383ML
SKU CODE: 805975

2



DOMESTOS BLUE
PM £1.25 750ML
SKU CODE: 790375

3



FINISH POWERBALL POWER ALL IN ONE
PM £2.99 13 TABLETS
SKU CODE: 169745

4



AIRWICK PINK SWEET PEA
PM £1.79 240ML
SKU CODE: 811774

5



FLASH ALL-PURPOSE CLEANER
CRISP LEMON PM £2.99 1.2LTR
SKU CODE: 797257

6



MR SHEEN ORIGINAL
PM £1.29 250ML
SKU CODE: 755303

7



DETTOL ANTI-BACTERIAL CLEANSING
SURFACE WIPES PM £1.69 30 WIPES
SKU CODE: 778158

8



DAZ POWDER WHITES & COLOURS
PM £2.99 650G
SKU CODE: 807936



Must Stock Lines

CATEGORY ADVICE
2023

9



SURF TROPICAL LILY
PM £2.99 10 WASH
SKU CODE: 804466

10



BEST-ONE SUMMER BREEZE POWDER
PM £1.39 13 WASH
SKU CODE: 786080

11



ARIEL ALL IN 1 PODS
PM £4.49 12 PODS
SKU CODE: 807982

12



PERSIL NON-BIO CAPSULES
PM £3.95 15 WASHES
SKU CODE: 785982

13



COMFORT CONCENTRATE BLUE SKIES
PM £1.99 750ML
SKU CODE: 655899

14



VANISH OXI ADVANCE
PM £4.79 470G
SKU CODE: 715366

15



ANDREX CLASSIC CLEAN TOILET TISSUE
PM £5.99 9 ROLLS
SKU CODE: 811420

16



ANDREX CLASSIC CLEAN TOILET TISSUE
PM £2.99 4 ROLLS
SKU CODE: 811421



Must Stock Lines

CATEGORY ADVICE
2023

17



BEST-ONE SOFT CLASSIC WHITE TOILET TISSUE PM £1.29 4 ROLLS
SKU CODE: 792836

20



KLEENEX EXTRA LARGE PM £2.25 2 PACK
SKU CODE: 754005

18



ANDREX CLASSIC CLEAN TOILET TISSUE PM £1.79 2 ROLLS
SKU CODE: 811419

21



KLEENEX BALSAM TISSUES 9'S
SKU CODE: 690706

19



BEST-ONE KITCHEN TOWELS PM £1.99 4 ROLLS
SKU CODE: 797635

22



MARIGOLD EXTRA GLOVES MEDIUM
SKU CODE: BW 420013 BAT 705135



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Must Stock Lines

CATEGORY ADVICE
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23



BEST-ONE ECONOMY FOIL
450MM X 2M
SKU CODE: 760086

25



SAFE WRAP SWING BIN LINERS
20'S
SKU CODE: 788185

24



BEST-ONE CLING FILM PM 69P
300MM X 15M
SKU CODE: 776686

26



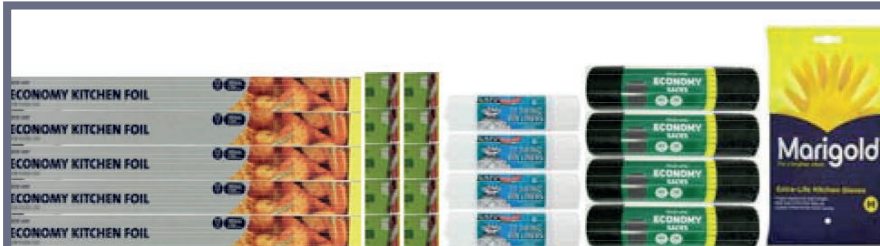
BEST-ONE ECONOMY REFUSE SACKS
20'S
SKU CODE: 406123



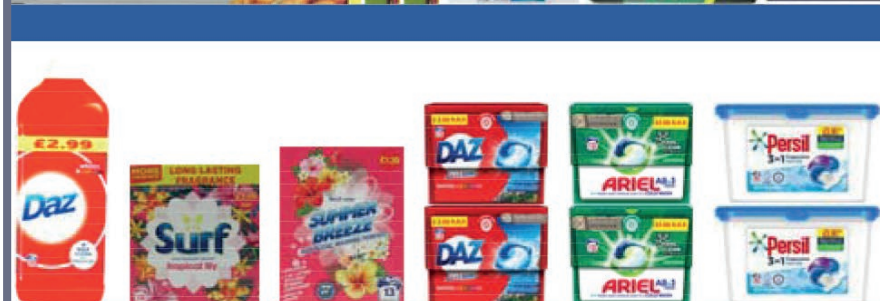
Planogram 1m x 5 Shelf

CATEGORY ADVICE
2023

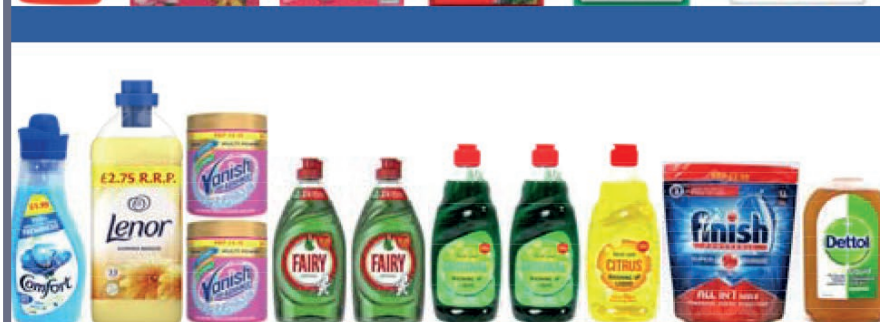
SHELF
1



SHELF
2



SHELF
3



SHELF
4



SHELF
5



SHELF 1 SKUs

BESTWAY BATLEYS

760086	760086	BESTONE ECONOMY KITCHEN FOIL 450MM X 2M
776686	776686	BESTONE CLING FILM 300MM
788185	788185	SAFEWRAP SWING BIN LINER 20'S
406123	406123	BESTONE REFUSE SACKS 20'S
420013	705135	MARIGOLD EXTRA GLOVES MEDIUM

SHELF 2 SKUs

BESTWAY BATLEYS

55416	55416	DAZ LIQUID REGULAR PM £2.99 20 WASH
804466	804466	SURF POWDER TROPICAL PM £2.99 10 WASH
786080	786080	BESTONE SUMMER BREEZE WASHING POWDER PM £1.39 13 WASH
807960	807960	DAZ ALL-IN-1 PODS COLOUR PM £2.99 12'S
807982	807982	ARIEL PODS ORIGINAL PM £4.49 12 WASH
785982	785982	PERSIL NON BIO CAPSULES PM £3.95 15 WASH

SHELF 3 SKUs

BESTWAY BATLEYS

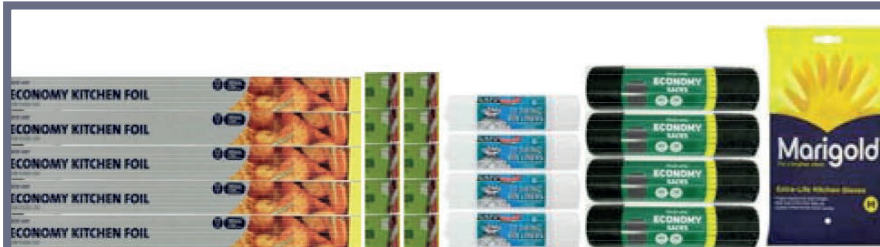
655899	655899	COMFORT CONCENTRATE BLUE PM £1.99 750ML
811378	811378	LENOR SUMMER BREEZE PM £2.75 1.15LTR
715366	715366	VANISH MULTI GOLD PM £4.79 470G
805975	805975	FAIRY WASHING UP LIQUID ORIGINAL PM £1.29 383ML
809143	809143	BESTONE WASHING UP LIQUID GREEN PM 89P 500ML
810946	810946	BESTONE WASHING UP LIQUID CITRUS PM 89P 500ML
169745	169745	FINISH ALL IN 1 SHINE & PROTECT DISHWASHER PM £2.99 13'S
738233	738233	DETTOL ANTISEPTIC LIQUID 500ML



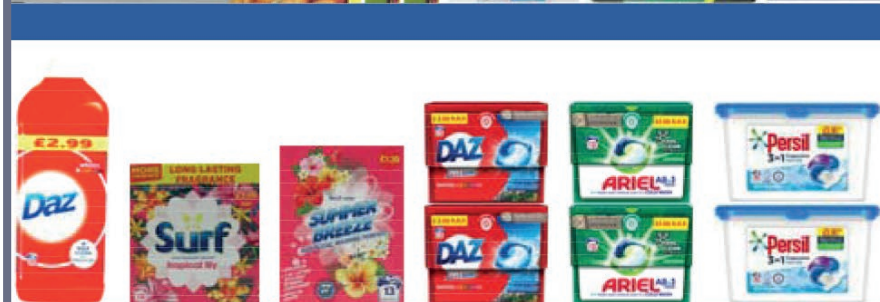
Planogram 1m x 5 Shelf

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2023

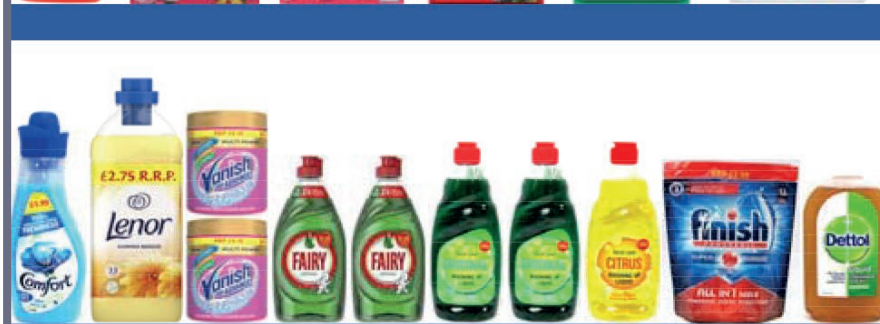
SHELF
1



SHELF
2



SHELF
3



SHELF
4



SHELF
5



SHELF 4 SKUs

BESTWAY BATLEYS

811774	811774	AIRWICK AEROSOL SWEET PEA PM 240ML
780150	780150	BESTONE AIR FRESHENER ORCHID PM 89P 240ML
755303	755303	MR SHEEN ORIGINAL POLISH PM £1.29 250ML
790375	790375	DOMESTOS ORIGINAL BLUE PM £1.25 750ML
774881	774881	BESTONE BLEACH ORIGINAL PM 79P 750ML
774902	774902	BESTONE BLEACH CITRUS PM 79P 750ML
778158	778158	DETTOL BIO SURFACE WIPES PM £1.69 30'S
686944	686944	FLASH ANTI BAC WIPES 24'S
797257	797257	FLASH LEMON LIQUID PM £1.49 1.2LTR

SHELF 5 SKUs

BESTWAY BATLEYS

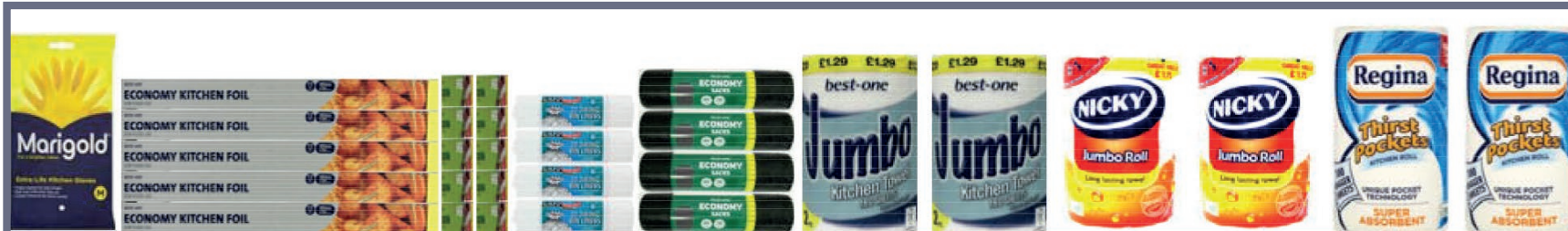
792858	792858	BESTONE JUMBO KITCHEN TOWEL 2 PLY WHITE PM £1.29 1 ROLL
754005	754005	KLEENEX XL COMPACT PM £2.25 2 PK
811421	811421	ANDREX CLASSIC CLEAN PM £2.99 4 ROLL
792836	792836	BESTONE SOFT TOILET TISSUE WHITE PM £1.29 4 ROLL



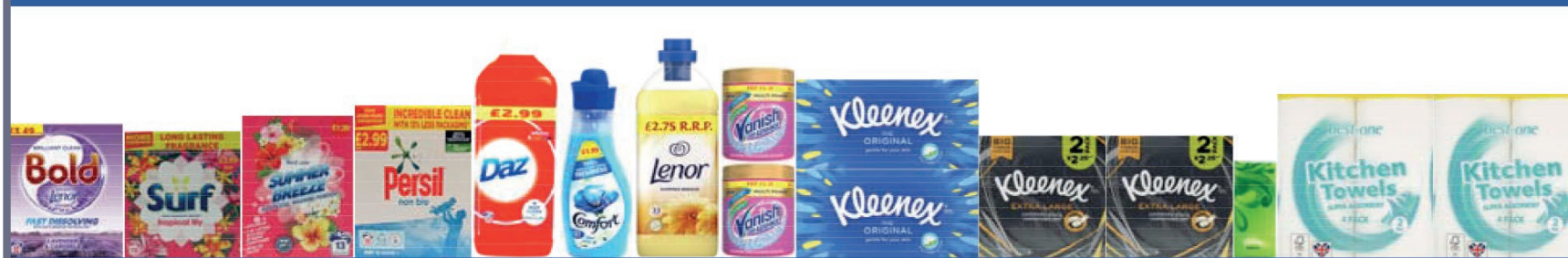
Planogram 2m x 5 Shelf

CATEGORY ADVICE
2023

SHELF
1



SHELF
2



SHELF
3



SHELF
4



SHELF
5

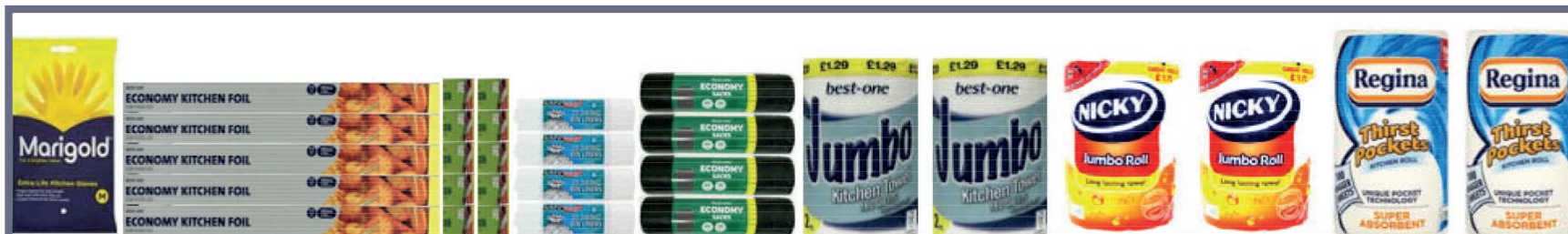




Planogram 2m x 5 Shelf

CATEGORY ADVICE
2023

SHELF
1



SHELF
2



SHELF 1 SKUs

BESTWAY BATLEYS

420013	705135	MARIGOLD EXTRA GLOVES MEDIUM
760086	760086	BESTONE ECONOMY KITCHEN FOIL 450MM X 2M
776686	776686	BEST ONE CLING FILM 300MM
788185	788185	SAFEWRAP SWING BIN LINER 20'S
406123	406123	BESTONE REFUSE SACKS 20'
792858	792858	BESTONE JUMBO KITCHEN TOWEL 2 PLY WHITE PM £1.29 1 ROLL
797092	797092	NICKY JUMBO KITCHEN TOWEL PM £1.75 SGL
807693	807693	REGINA THIRST POCKETS SGL

SHELF 2 SKUs

BESTWAY BATLEYS

807925	807925	BOLD POWDER LAVENDER AND CAMOMILE PM £3.49 10 WASH
804466	804466	SURF POWDER TROPICAL PM £2.99 10 WASH
786080	786080	BESTONE SUMMER BREEZE WASHING POWDER PM £1.39 13 WASH
499483	499483	PERSIL POWDER NON BIO PM £2.9 10 WASH
55416	55416	DAZ LIQUID REGULAR PM £2.99 20 WASH
655899	655899	COMFORT CONCENTRATE BLUE PM £1.99 750ML
811378	811378	LENOR SUMMER BREEZE PM £2.75 1.15LTR
715366	715366	VANISH MULTI GOLD PM £4.79 470G
770712	770712	KLEENEX ORIGINAL TISSUES 64'S
754005	754005	KLEENEX XL COMPACT PM £2.25 2PK
690706	690706	KLEENEX BALSAM TISSUES 9'S
797635	797635	BESTONE KITCHEN TOWELS 2 PLY PM £1.99 4 ROLL



Planogram 2m x 5 Shelf

CATEGORY ADVICE
2023

SHELF
3



SHELF
4



SHELF
5



SHELF 3 SKUs

BESTWAY BATLEYS

807936	807936	DAZ REGULAR POWDER PM £2.99 650G
785982	785982	PERSIL NON BIO CAPSULES PM £3.95 15 WASH
807960	807960	DAZ ALL-IN-1 PODS COLOUR PM £2.99 12'S
807982	807982	ARIEL PODS ORIGINAL PM £4.49 12'S
807993	807993	BOLD 3IN1 LIQ PODS 12S PM £4.49 12'S
794476	794476	ANDREX SUPREME QUILTS TOILET 4 ROLL PM £2.79 4 ROLL
794610	794610	ANDREX GENTLE CLEAN TOILET TISSUE 4 ROLL PM £2.79 4 ROLL
794621	794621	ANDREX ULTRA CARE 4 ROLL PM £2.79 4 ROLL
811419	811419	ANDREX CLASSIC CLEAN PM £1.79 2 ROLL

SHELF 4 SKUs

BESTWAY BATLEYS

805975	805975	FAIRY WASHING UP LIQUID ORIGINAL PM £1.29 383ML
809143	809143	BESTONE WASHING UP LIQUID GREEN PM 89P 500ML
810946	810946	BESTONE WASHING UP LIQUID CITRUS PM 89P 500ML
169745	169745	FINISH ALL IN 1 SHINE & PROTECT DISHWASHER PM £2.99 13'S
715511	715511	DETTOL DISINFECT LINEN SPRAY 400ML
680793	680793	ZOFLORA ASSORTED 120ML
738233	738233	DETTOL ANTISEPTIC LIQUID 500ML
811460	811460	FEBREZE COTTON SPRAY PM £3.49 300ML
811774	811774	AIRWICK AEROSOL SWEET PEA PM 240ML
792836	792836	BESTONE SOFT TOILET TISSUE WHITE PM £1.29 4 ROLL
811421	811421	ANDREX CLASSIC CLEAN PM £2.99 4 ROLL
805864	805864	ANDREX CLASSIC CLEAN MOIST TOILET TISSUE 36'S

SHELF 5 SKUs

BESTWAY BATLEYS

790375	790375	DOMESTOS ORIGINAL BLUE PM £1.25 750ML
774881	774881	BESTONE BLEACH ORIGINAL PM 79P 750ML
774902	774902	BESTONE BLEACH CITRUS PM 79P 750ML
792393	792393	ASTONISH SPRAY A/BAC PM £1.29 750ML
778158	778158	DETTOL BIO SURFACE WIPES PM £1.69 30'S
686944	686944	FLASH ANTI BAC WIPES 24S 24'S
797257	797257	FLASH LEMON LIQUID PM £1.49 1.2LTR
782477	782477	MR MUSCLE ADVANCE WINDOW PM £1.99 750ML
782444	782444	MR MUSCLE ADVANCE KITCHEN PM £1.99 750ML
811420	811420	ANDREX CLASSIC CLEAN PM £5.99 9 ROLL
797581	797581	BESTONE LUXURY TOILET TISSUE WHITE PM £3.69 9 ROLL



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**For more information including planograms
and advice on other key ranges, go to
www.bestwaywholesale.co.uk/categoryadvice**