



H&BA
The Health & Beauty Association

Accelerating Sustainable Industry Growth of Health, Beauty & Personal Care

Thursday 16th October 2025



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The Category Management Company

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<https://thehba.co.uk/>





**Experts in Category
Management**

TheCategoryManagementCompany.com



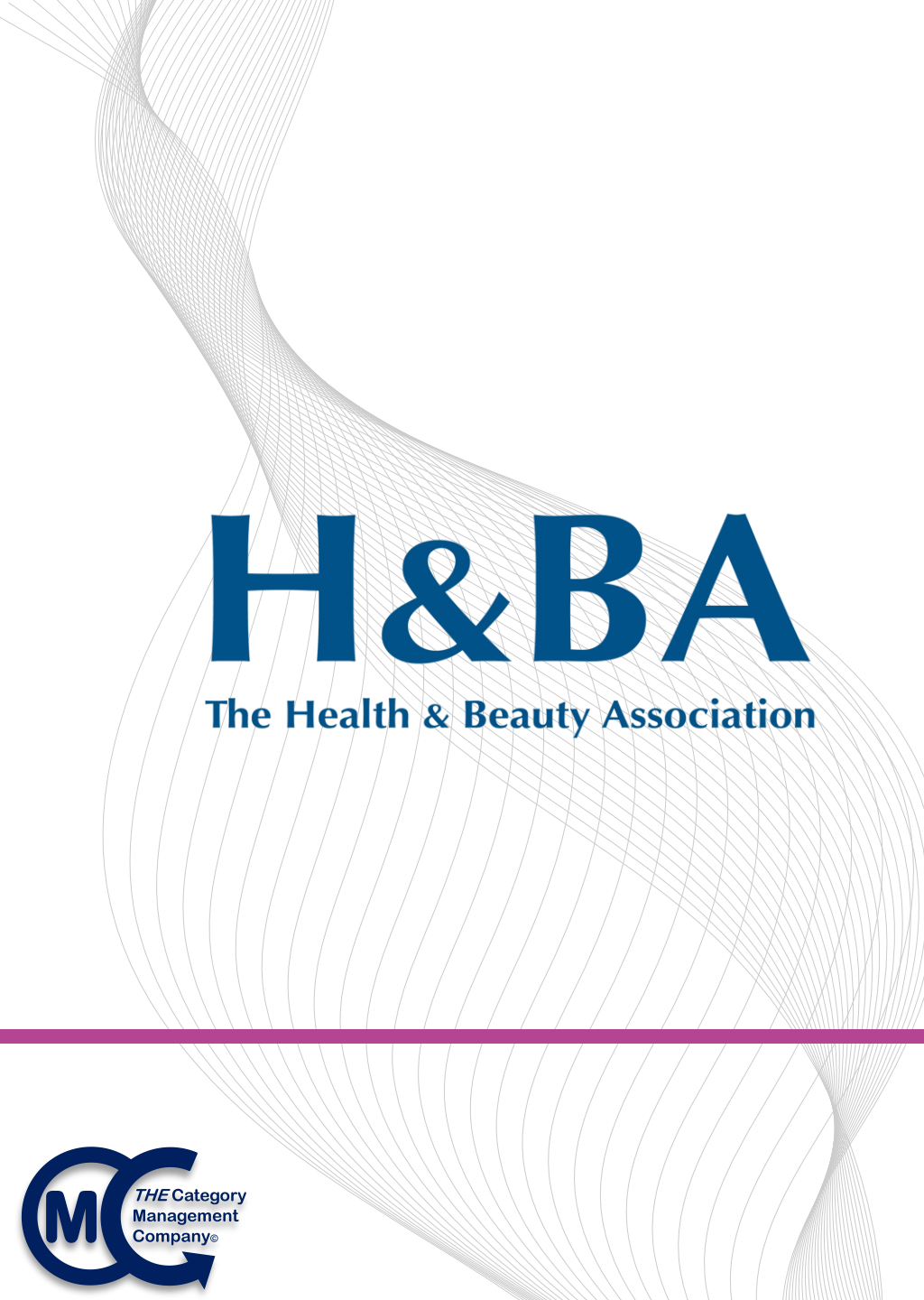
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H&BA

The Health & Beauty Association

Achieving Differentiation In A Crowded Market Place

Using the principles of category management to
enhance retailer relationships and
influence their decisions

The need for Differentiation

OMA

GSK

Gillette



kenvue

Sch

DIFFERENTA
-TION

CONVENIENCE

REASSURANCE
AFFIRMATION

INNOVATION

INCREMENTAL

kitt

Sainsbury's

Boots

ASDA

+well

LOOKFANT

EASY TO
USE

Day Lewis
Pharmacy

THOUGHT
LEADERSHIP

VALUE
FOR
MONEY

NEW

BAYER

VARIETY

DELIVERY ON
PROMISE

Morrisons

CUSTOMER
LOYALTY

Beiers

TESCO

Colgate

Superdrug

COTY
SINCE 1904

Unilever

inofi

L'ORÉAL

MARGIN

POSITIVE
EXPERIENCE

ROWLANDS
PHARMACY

ne Ca

npa

INFLATION

**DIVERGING
POPULATION**

**FRAGMENTED
SHOPPING
HABITS**

**SOCIAL
MEDIA**

MARGIN

**POSITIVE
EXPERIENCE**

BAYER

TESCO

Colgate

Superdrug

COTY
SINCE 1904

Unilever

inofi

L'ORÉAL

ROWLANDS
PHARMACY

Beiers

MACRO ENVIRONMENT

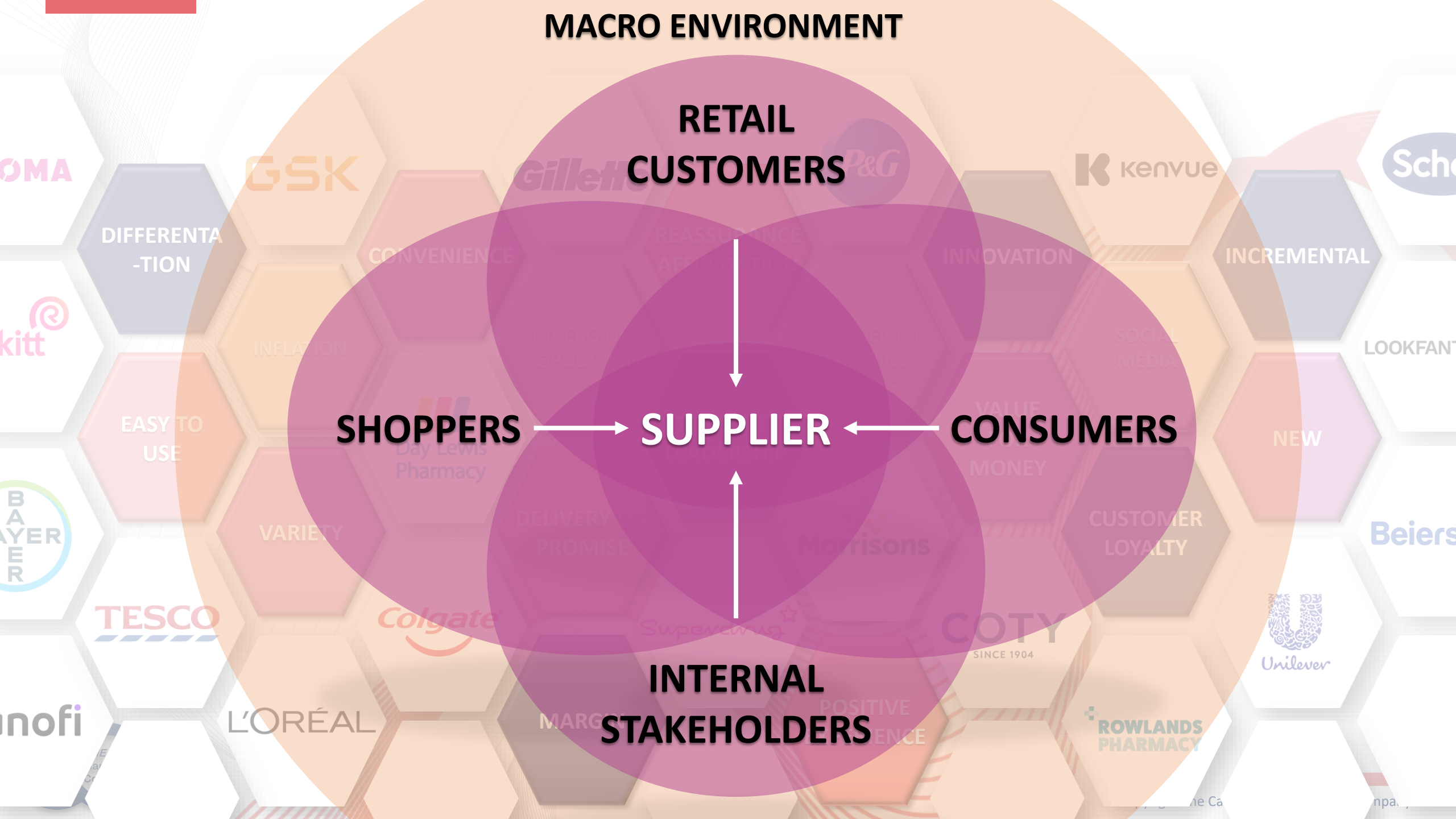
**RETAIL
CUSTOMERS**

SHOPPERS

SUPPLIER

CONSUMERS

**INTERNAL
STAKEHOLDERS**



Creating an Unstable Environment Lacking Differentiation

COMPLEX ENVIRONMENT



INTERNAL SUPPLIER



RETAIL ENVIRONMENT

MACRO ENVIRONMENT

RETAIL
CUSTOMERS

SHOPPERS

SUPPLIER

CONSUMERS

INTERNAL
STAKEHOLDERS



MARKETING

BRAND
OUT



SALES

RETAILER
FOCUS



SHOPPER

ACTIVATION

HOMOGENEOUS &
ME TOO RANGES

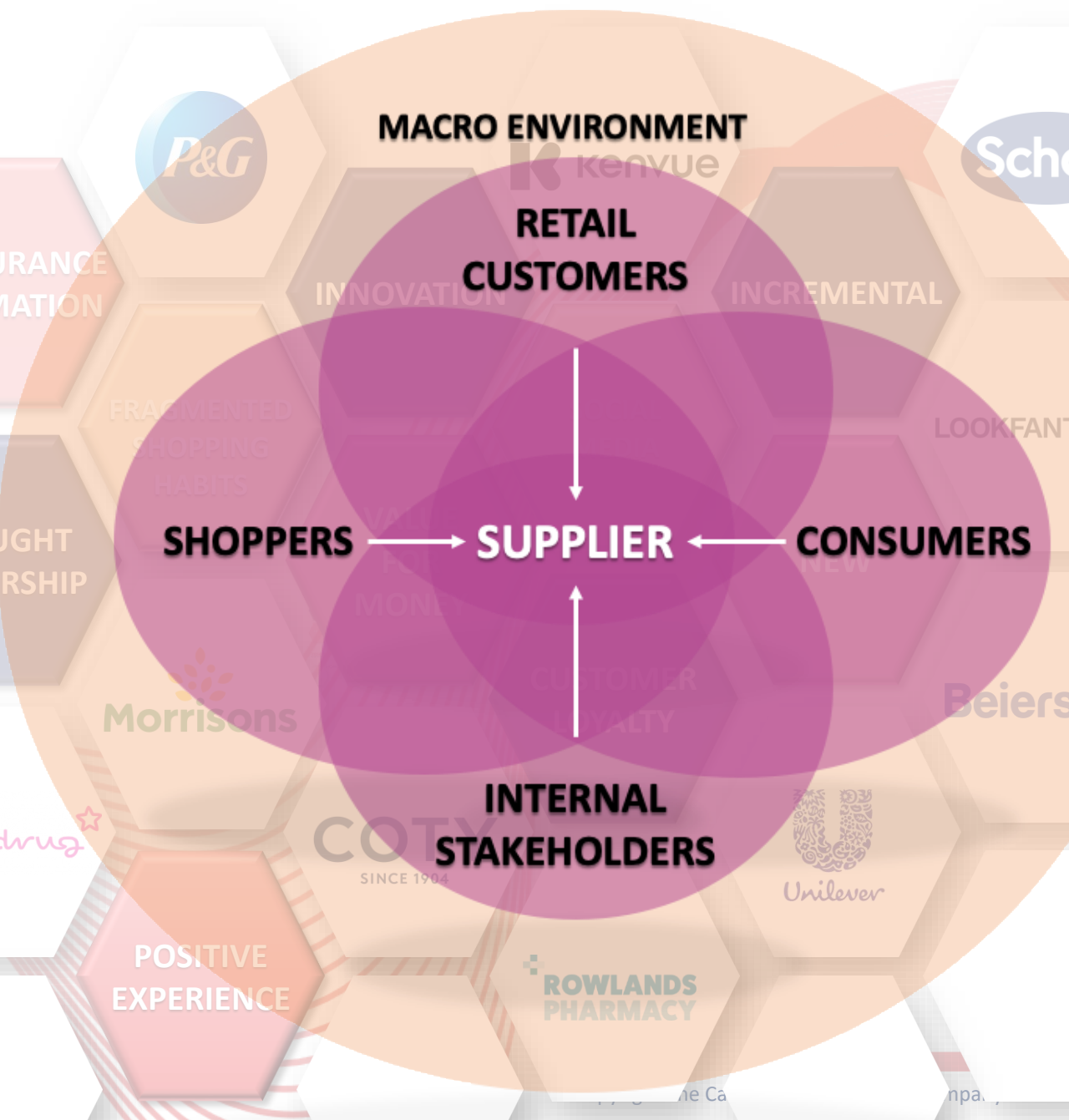
PRICE LED ACTIVATION

RACE TO THE BOTTOM

So, differentiation is required
to cut through
the noise...



...by making sense of
the complexities
facing all suppliers in
modern retailing
environments...



Objective Insights



Strategic Wins



**Category
Management**



Incrementality



Competitive Advantage

MYTH BUSTERS

THE MYTHS ABOUT CATEGORY MANAGEMENT

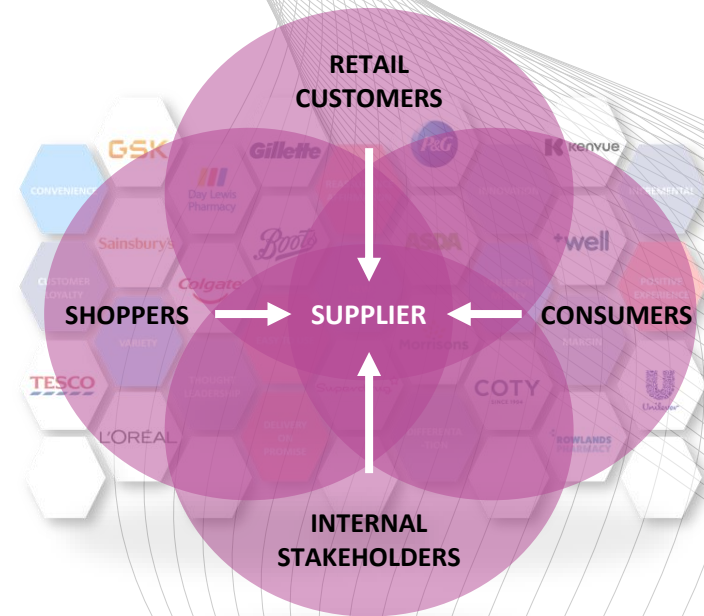
Limited to
Sales
Data Mining
Reporting
Range & Space Management

THE TRUTHS ABOUT CATEGORY MANAGEMENT

TRUTHS

EXTERNAL ENVIRONMENT

INTERNAL SUPPLIER



Broad Commercial
Application

Thought Leadership
Strategic Direction
Decision Making

BOARD

CORPORATE

SHOPPER

SALES

RGM

MARKETING

So, Category Management Is Broad In Application

SUPPLIER

RETAILER

EXTERNAL

OPERATIONAL

Data Mining & Analysis & Reporting

Range & Space Management

Listing / Defence Arguments

Price & Promo Analysis

Market Assessment

White Space Analysis

NPD Rational

Compelling Sales
Presentations

New Territory Entry

STRATEGIC

Category Vision & Strategy

Channel Strategy

Commercial Strategy

Investment prioritisation

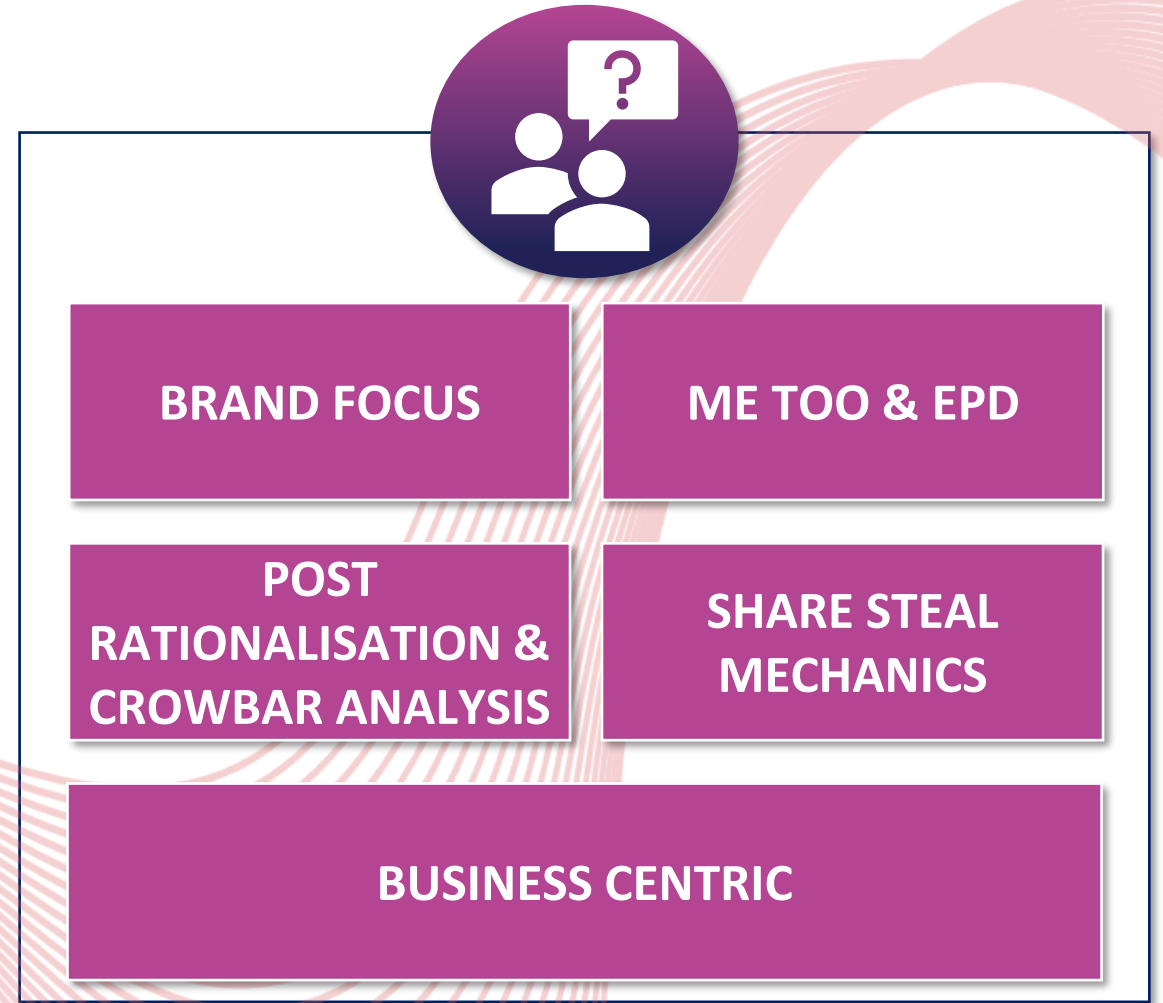
IPO

...And Used To Create Value - Both Internal & External Stakeholders



What do retailers want?

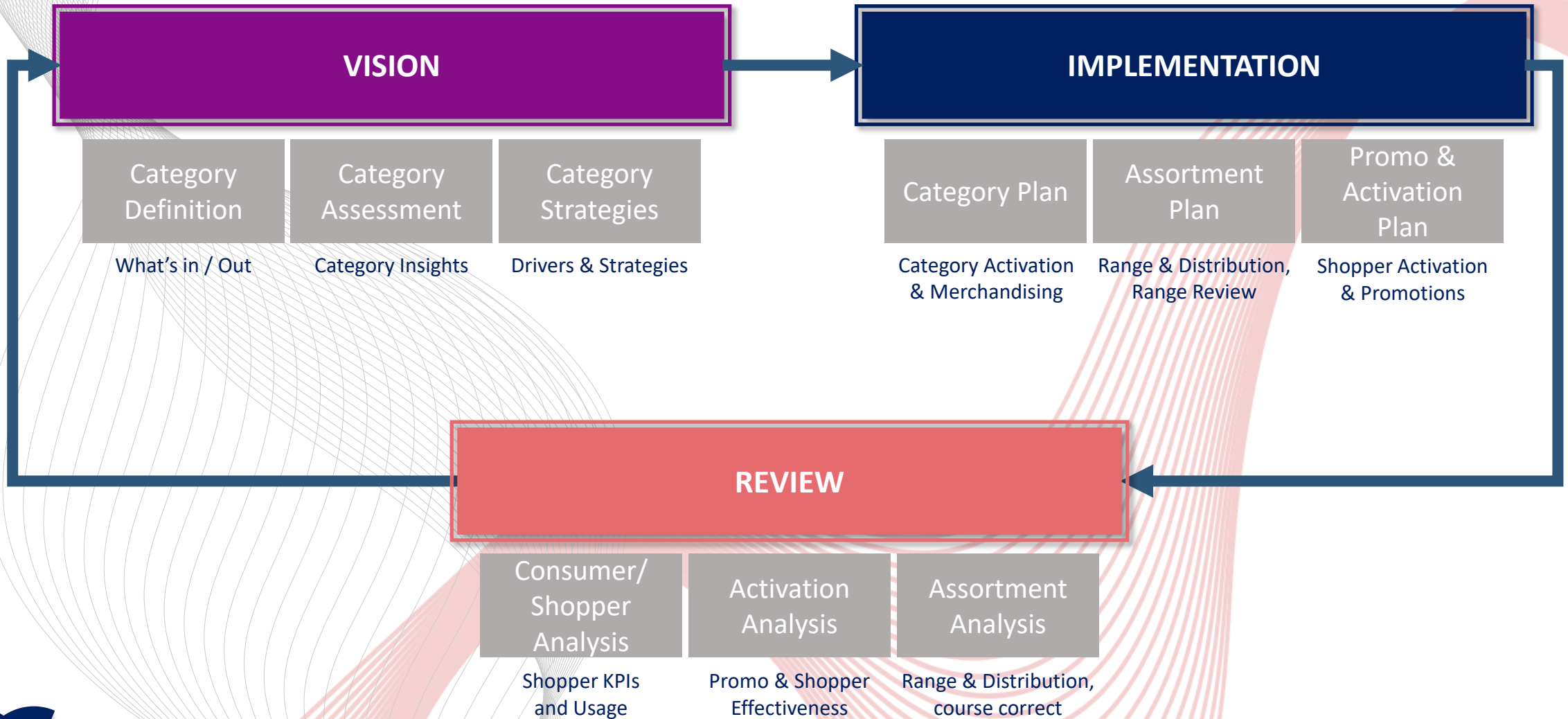
What Retailers Want Vs What They Get



So, How We Use Category Management To Influence Retailers Depends On Your Relationship



Influencing Retailers – The Category Management Framework

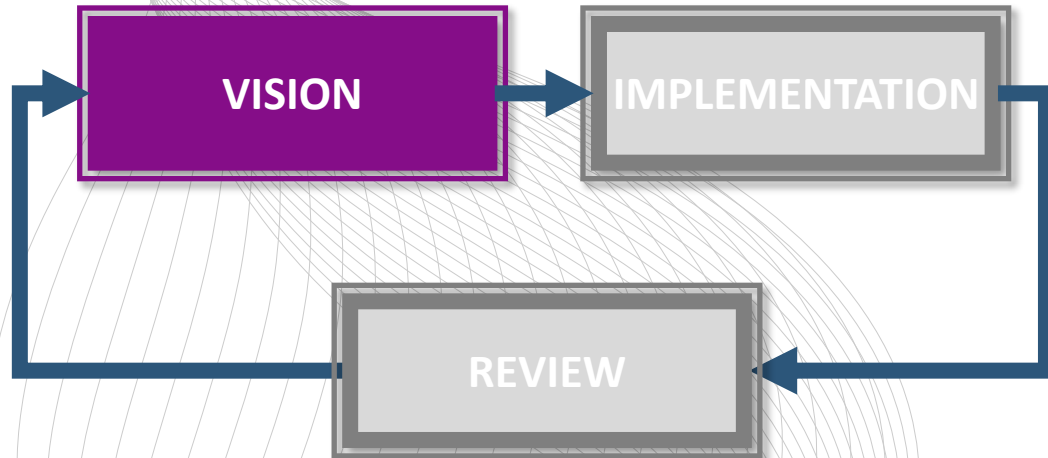




Examples

Influencing Retailers with Category Management

Influencing Retailers – The Category Management Framework



**CATEGORY VISION
& CATEGORY
DEVELOPMENT**

Example

CATEGORY VISION BEST-IN-CLASS *BEERS, WINES & SPIRITS*



Example

CATEGORY VISION

BEST-IN-CLASS

DAIRY DRINKS

GUT & PROTEIN & MEAL REPLACEMENT



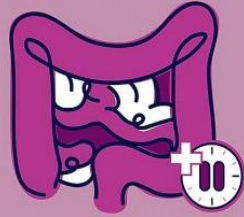
Example

CATEGORY DEVELOPMENT
HEALTH & BEAUTY
GUT HEALTH





Good Gut.



live friendly bacteria
+ menopause support
25 billion biotic cultures, proven to reach the gut alive

30 capsules | Vegan



wellzyme[®]
DIGESTIVE ENZYMES

6 Enzymes Including lactase enzyme which improves lactose digestion†

VITABIOTICS

FROM BRITAIN'S No.1 VITAMIN COMPANY



Example

CATEGORY DEVELOPMENT
HEALTH & BEAUTY -> FOOD
COLLAGEN & PROTEIN

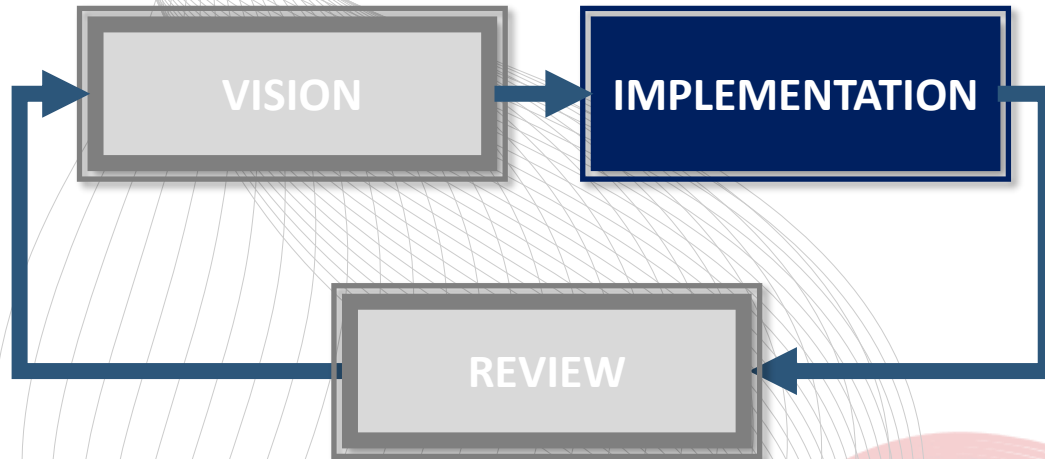


Example

CATEGORY DEVELOPMENT BEST-IN-CLASS *COFFEE (Versus TEA)*



Health & Beauty, Food and Drink Examples

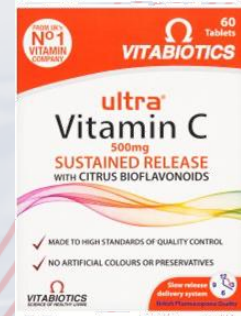
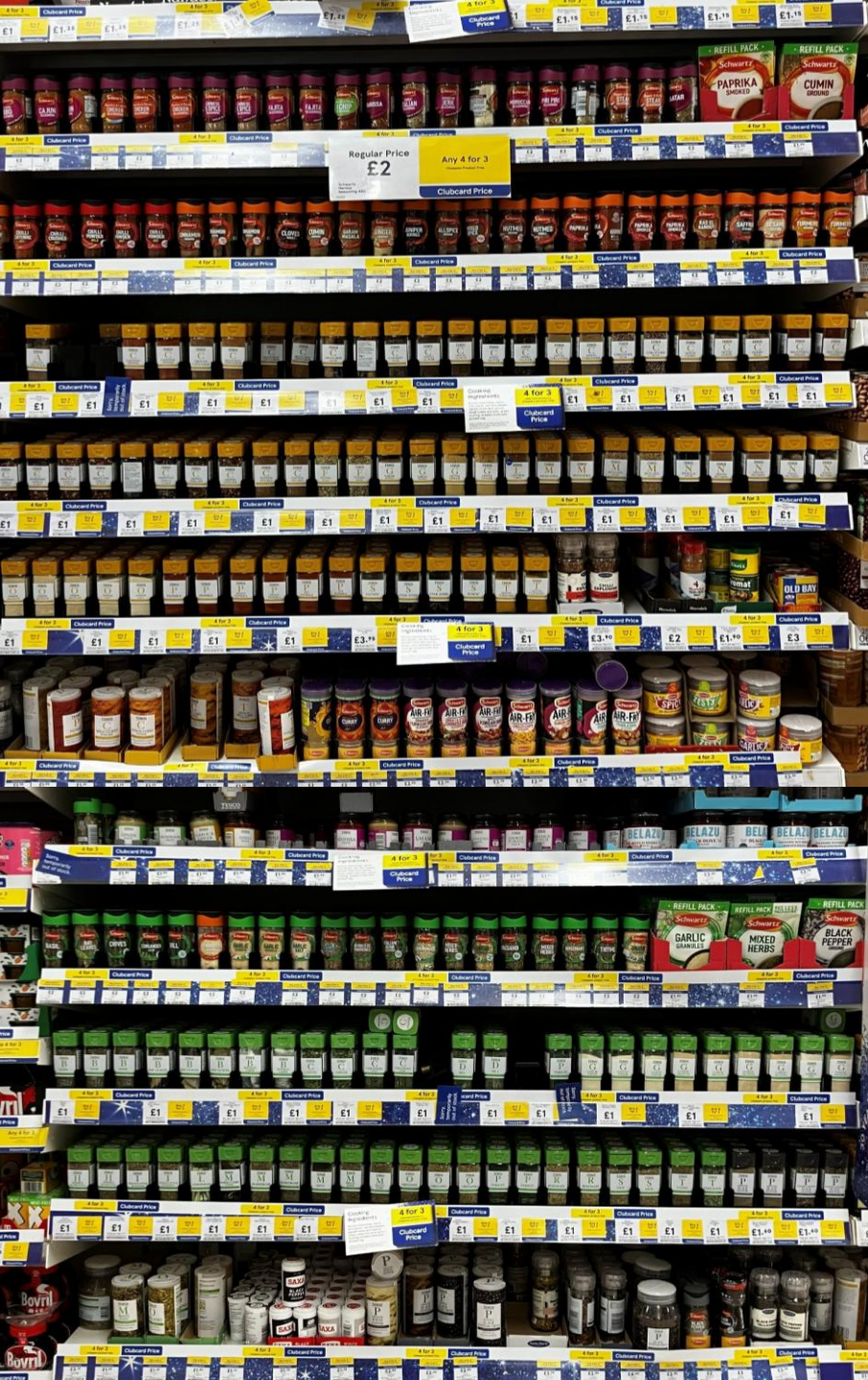


**ASSORTMENT PLAN
(RANGING)**

**MERCHANDISING &
POINT OF PURCHASE
ACTIVATION**

Example

RANGE ASSORTMENT *VITAMINS*





Example

RANGE ASSORTMENT HEALTH & BEAUTY— REQUIRES ATTENTION *PROTEIN BARS*



ASDA

Example

MERCHANDISING
HEALTH & BEAUTY - BEST-IN-CLASS
MAKE UP





Example

SHOPPER ACTIVATION BEST-IN-CLASS – EDUCATION & TRADE UP *SKIN CARE*

GARNIER
Micellar
Hydration
Cleansing Water

BARREUR STRENGTH
CLEANSER, HYDRATES
+ REMOVES MAKE-UP & SPF
From: 100ml - 100ml
No alcohol - Hypoallergenic
ZERO-PERFUME
Dermatologically & cosmetologically tested
BOTTLE & CAP MADE OF 100% RECYCLED PLASTIC

**HYALURON+
BARREUR REPAIR
REPLUMPING SERUM**

SPF 30 HIGH UV PROTECTION + VITAMIN E

NIVEA
REFRESHING
DAY CREAM
24H MOISTURE
VITAMIN E
NORMAL SKIN
SPF 30
100 ml

HYALURON DAILY UV INVISIBLE
50+

POWER UP YOUR ANTI-WRINKLE ROUTINE

N°1 MICELLAR WATER
CLEANSE

TREAT

CARE & PROTECT

REINFORCES SKIN BARRIER IN 1H*

*Instrumental test, 24 subjects, 2024

NIVEA

Q10
POWER UP YOUR Q10
ANTI-WRINKLE ROUTINE

**CELLULAR
EPIGENETICS SERUM**
REWIND SKIN
AGE IN 2 WEEKS*

**LUMINOUS
SPF
ANTI-DARK SPOT**
REDUCE DARK SPOTS
& HYPERPIGMENTATION IN 1 WEEK*

**THINKING ABOUT A PROCEDURE?
THINK AGAIN.
YOUR WAY.**

PREVENT + REDUCE + FILL

Q10
PREVENT, REDUCE & FILL WRINKLES

Q10
POWER UP YOUR Q10
ANTI-WRINKLE ROUTINE

PREVENT + REDUCE + FILL

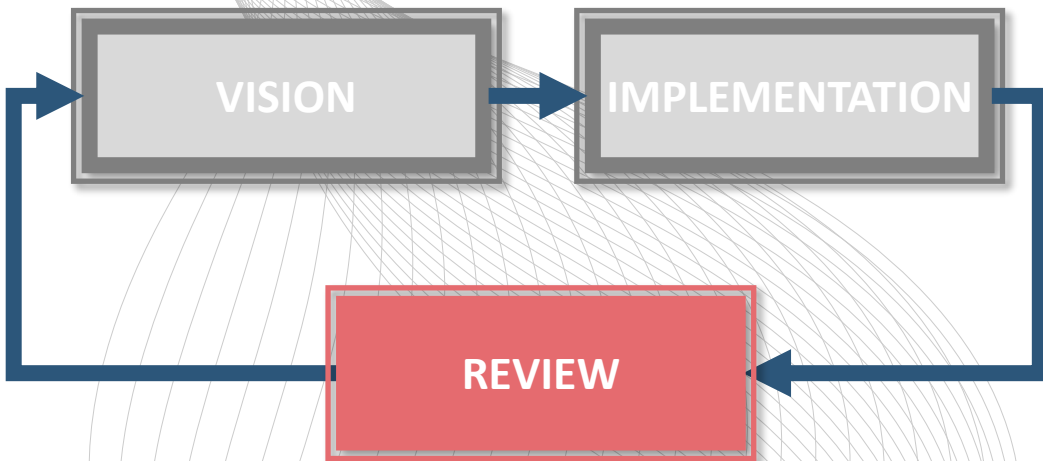
Q10
PREVENT, REDUCE & FILL WRINKLES

Example

SHOPPER ACTIVATION BEST-IN-CLASS – EASE OF SHOP *SUPERDRUG*



Health & Beauty, Food and Drink Examples

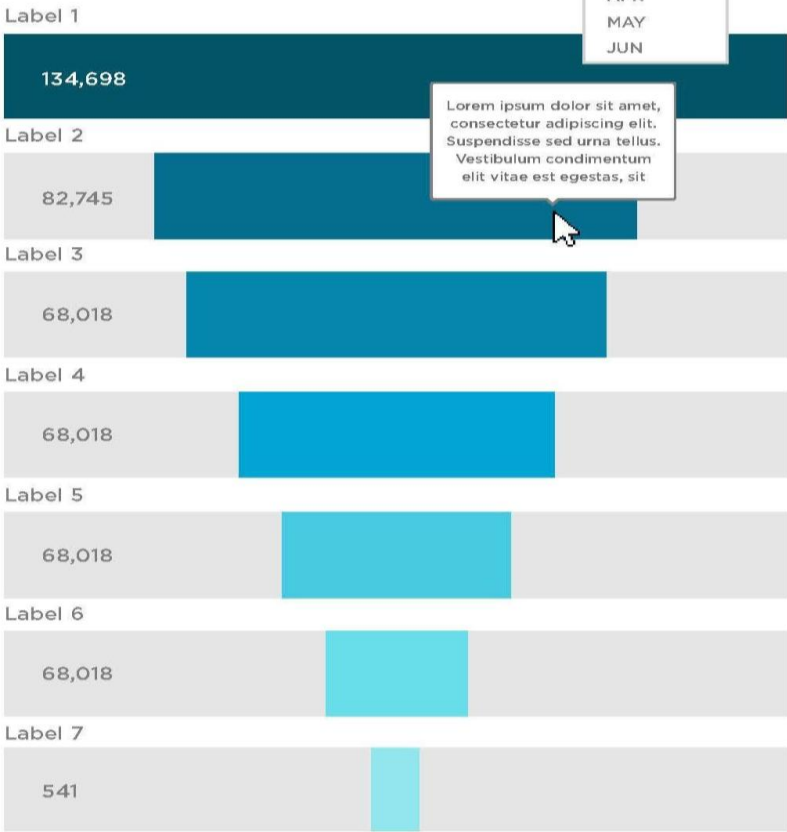


SCORECARDS

Example

REVIEW SCORECARDS

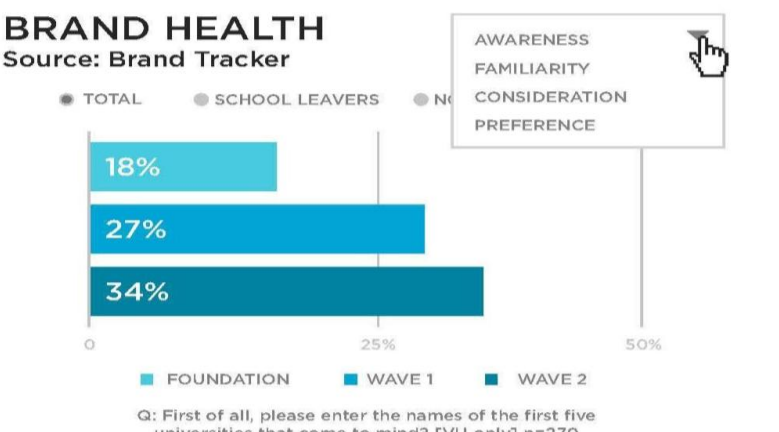
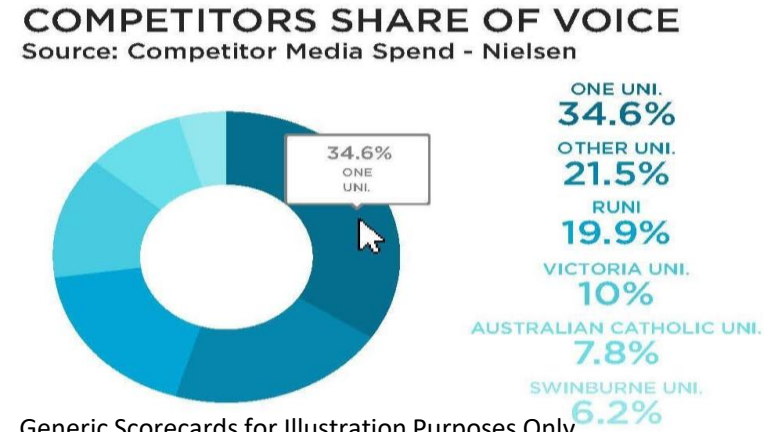
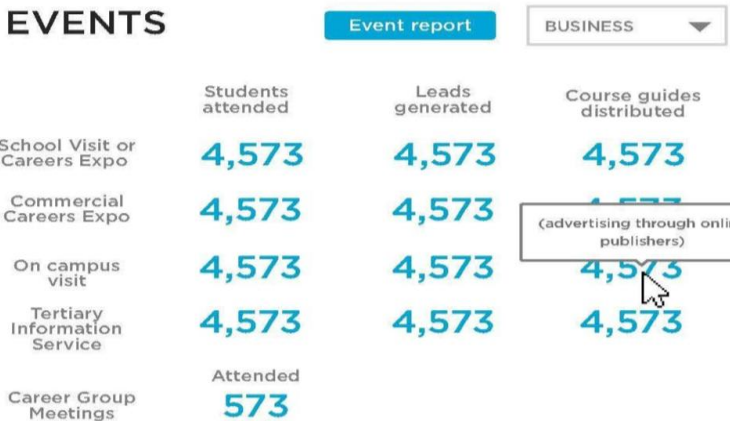
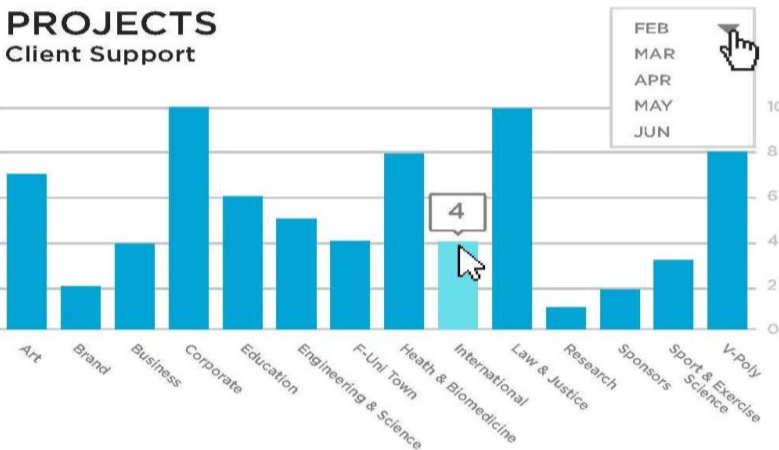
SALES FUNNEL
Source: Google Analytics and Admissions data



CAMPAIGN METRICS
Channel data

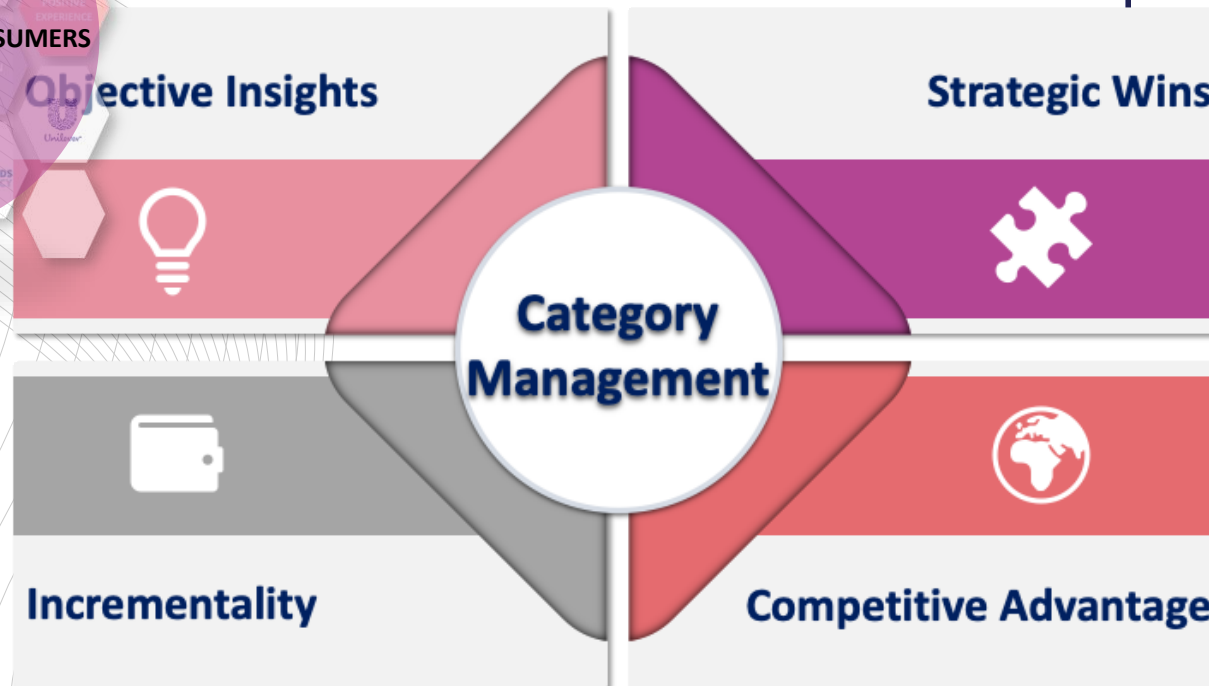
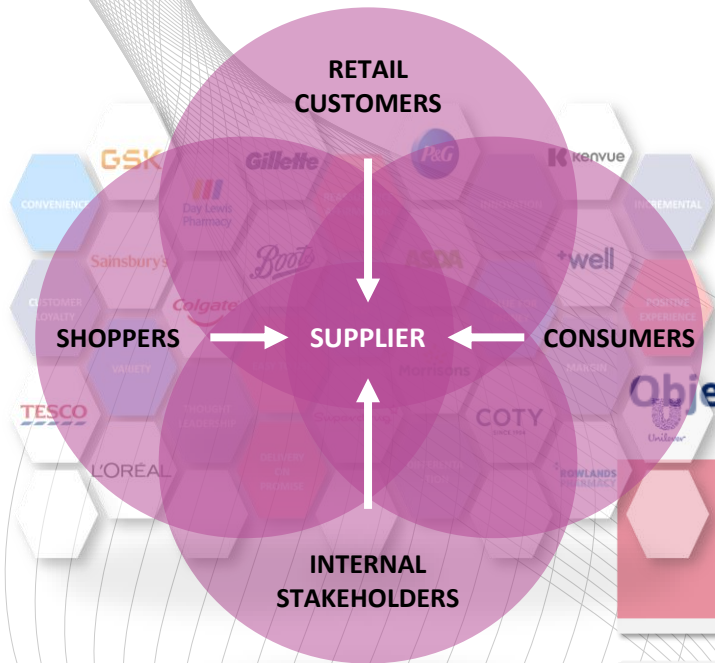


PAID CHANNELS
Source: IKON



In Conclusion

Category Management



OPERATIONAL

SUPPLIER

RETAILER

EXTERNAL

Data Mining & Analysis & Reporting

Range & Space Management

Listing / Defence Arguments

Price & Promo Analysis

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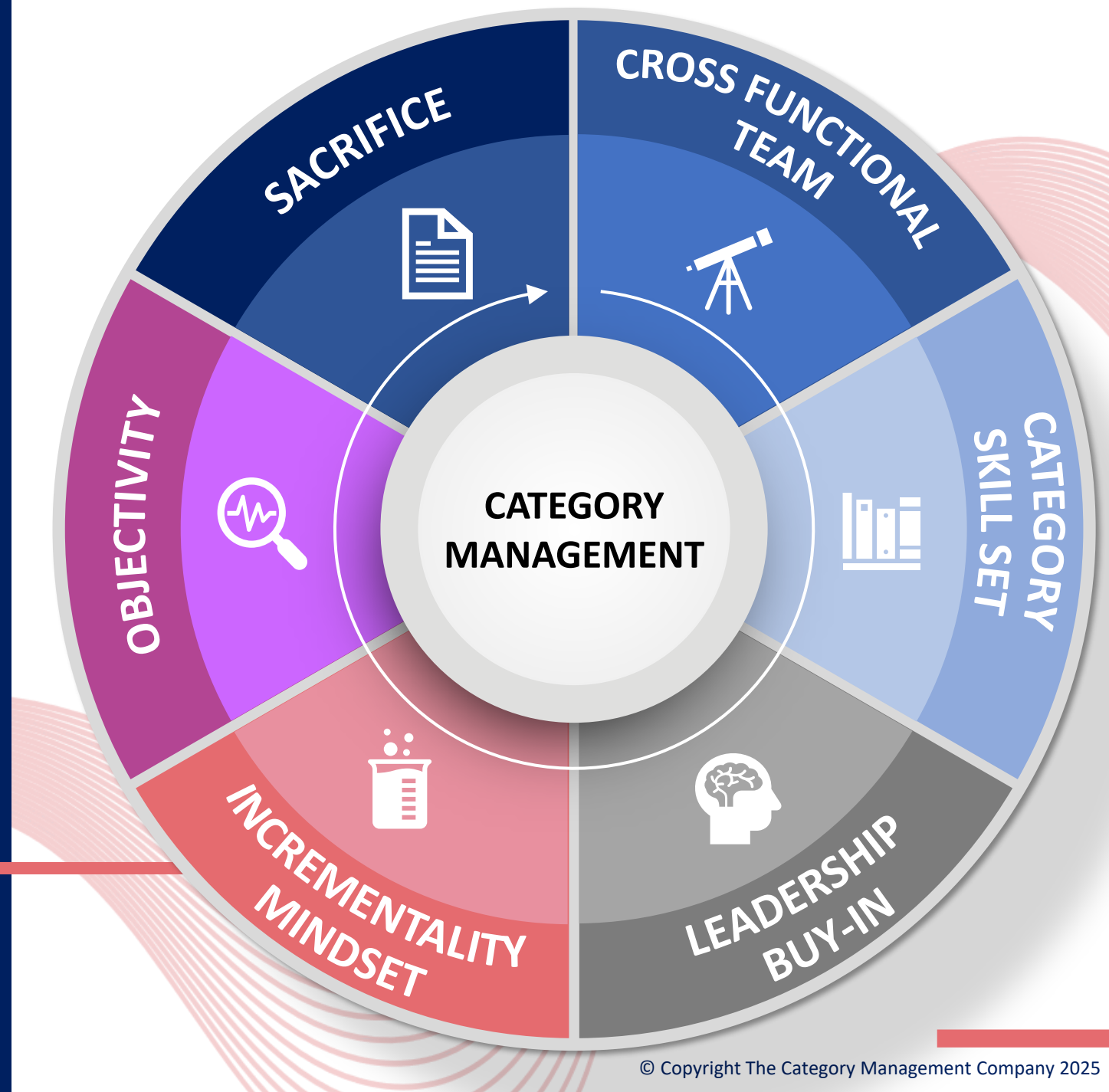
New Territory Entry

Investment prioritisation

IPO

INTERNAL SUCCESS FACTORS

To deliver differentiation
through
Category Management





How can we
help you?



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