

# The Grocer

Focus On: Hygiene by Daniel Selwood  
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**Face masks, hand sanitisers, disinfectants** (*not* for intravenous use, as Donald Trump suggested last year), protective gloves, bleach... the list of hygiene products that have seen sales explode since Covid-19 hit the shores goes on. But how much are sales of such products now worth to grocers? Are they still growing or has the category now stabilised? Which manufacturers have cashed in on demand? And what are the most innovative products to have been launched in the past year?

**Retail channels and merchandising:** Of course, the pandemic has driven huge changes in the way people shop, with huge growth in online and neighbourhood c-stores. So which channels are products such as hand sanitisers and face masks most successful in? And which fixtures do they belong in?

**Supply and demand:** At the beginning of the pandemic, chemists began rationing hand sanitisers as retailers reported triple figure growth in sales. How have suppliers been able to increase production to keep up demand since? Which products are bestselling?

**Suppliers:** A number of booze and cosmetics manufacturers have moved into production of sanitisers in response to the pandemic. Who's doing what? Have such lines become a permanent fixture?

**Hygiene in food & drink production and supply:** The numerous Covid-19 outbreaks in food & drink production plants proves that preventing the transmission of the virus is just as important further up the supply chain. So how are manufacturers doing this? What innovations are being used in this area?

**Innovation:** The past year has seen a number of interesting innovations, including UV sterilisers and sanitisers that can be used on both hands and household surfaces. What have been the most successful innovations. With hygiene still on the minds of consumers, what's next?

**Kantar data:** Using Kantar commentary, we explain the reasons behind the rise and fall of the sub categories that make up this market.

**4 x innovations:** we will profile four new products or ranges that have ideally not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.