

# The Grocer

## Focus On: Healthcare and supplements

By Emma Weinbren [Emma.Weinbren@thegrocer.co.uk](mailto:Emma.Weinbren@thegrocer.co.uk)

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GSK's consumer healthcare business, Haleon, is set to be among the largest new listings in Europe as it joins the London stock market in July. The move is a bet that consumer healthcare is only set to grow. And given Unilever's £50bn offer for Haleon, GSK isn't alone in this prediction. Johnson & Johnson has even said it also plans to spin out its consumer health business in the second half of 2023. So how much growth and consolidation will there be within healthcare and supplements over the next few years? Will health brands prove resilient against own label lines at a time of rising living costs? And which companies will end up on the right side of the consolidation boom in consumer healthcare?

**Deals:** GSK, Unilever and Johnson & Johnson are only three consumer goods giants making big moves in consumer healthcare. What will the impact be of consolidations, spin offs and other corporate activity?

**Annualisation:** Vitamins took a hit over the past year, with value sales down according to Kantar data. With the pandemic retreating in people's minds, what can be done to make the category grow again?

**Living costs:** Analysts argue that healthcare brands attract more shopper loyalty than their peers in food and drink. Will the coming cost of living crisis confirm this theory? And how will prices be affected?

**Mental health:** The focus on mental rather than merely physical health has continued throughout the pandemic. Are we still seeing this in what shoppers are buying in terms of consumer healthcare and supplements?

**Innovations:** We will profile 4 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