



# Total HBC Category Management Solutions through Lil' Drug Store Products

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# Proven Data Driven Results



- Large Midwest chain asked for retail optimization opportunities. (2022)
  - LDSP was able to find them **~\$1M annually** to add to the top and bottom line without exceeding retails at their key competitors.
- Large Midwest chain transitioned to triple dose in the second half of 2021. (data 12 we 3/3/22)
  - Shelf sizes in Pain & Stomach dollars were **+14%** and units **+14.8%**.
  - Trial size \$ sales **+36%** and units **+13.4%**.
- 1300+ retail group underwent transition of 14 SKUs from 4-6ct with exceptional results: (52 we 2/28/22)
  - Total Program (all sizes/forms) \$ sales up **+\$595k** (+21%) and **+74k** (+9.6%) in unit sales.
  - Trial size \$ sales up **19%**, units up **+8%**.
  - Full size/liquid (like-ingredient SKUs) **+23.5%** in \$ sales, **+16%** in units.
  - ARP (Total Program) increased **+10.4%**, from \$3.66 to **\$4.05**.
- 1700+ retail group replaced 4-6 ct trial packs (up to 12 SKUs/store based on POG size): (2021 vs 2020)
  - Collectively **+13.5%** in \$ sales across all banners.
  - Transition also drove growth in full size/liquid "like-ingredient" items, up **+20.5%** in \$ sales.
  - Total program (all sizes with like-ingredients) up **17.4%** in \$ sales.
- 400+ MW retailer replaced all applicable 4ct trial packs with 6ct trial packs. (data 26 we 6/20/21)
  - Total 4-6 ct and full-size \$ sales increased by **+16%** and units increased by **+2.6%**.
  - Total trade-up program gross margin dollars increased by **+17.5%**.
  - ARP increased **+13%** within affiliated SKUs in program, from \$3.47 to **\$3.94**.



# Lil' Drug Store Products, An Industry Leader



Category Captain Partnerships include, but not limited to the following:



*"Thank you, this is very helpful information and appreciate you looking at the entire category and not just Lil' Drug items."*  
**HBC Retail Category Manager, December 2021**

*"I have nominated Lil' Drug for Convenience Store News Category Captain because of our great partnership and all the help you have given me over the years."* **HBC Retail Category Manager, January 2022**

*"Our team has been working with Lil Drug over the past nine months and I've been very impressed with the tremendous job they do breaking down the POS data and detailing YOY insights for each SKU. They are quick to respond with up-to-date info and by providing competitive retail sales data which is very crucial to us. Their presentations are precise and the analytics they provide maximizes the value of their services and ultimately helps grow our overall sales. I would refer any of my business associates to Lil Drug if they are looking for someone to grow their business."* **Salty Snacks Supplier, February 2022**

*"As a private label manufacturing partner, we have been utilizing Lil' Drug 3rd Party Category Management support for two years. Lil' Drug's trusted third-party analysis and custom reports have been essential for business reviews and used in the development of our market plans in support of our customer. Overall, we are very pleased with their expertise and support and highly recommend their services."*  
**Cell Phone Accessories/Gen Merch Supplier February 2022**

*"Thanks so much for all your work putting together the HABA Planograms for 2022. We appreciate the partnership with Lil' Drug and look forward to driving sales in 2022."* **Wholesale HBC Category Manager, January 2022**

*"Thanks for signing up to work with Lil' Drug Category Management. They are best-in-class and now you will be too."*  
**Retail Category Manager to their Supplier who signed up to use LDSP Category Management Services, January 2022**

*"Our Regional Manager said that HABA (Lil' Drug) got the "gold star" for their planogram. It was exactly what we needed and the set-up time took a fraction of what it has in the past. Thanks again for making a complicated set up process a success."* **Travel HBC Category Manager, January 2022**



**Just what you need.**