



SUPERDRUG REPORTS STRONG CHRISTMAS TRADING AND GROWS MARKET SHARE OVER DECEMBER

- **Like-for-like (LFL) sales up 16.0% for the five weeks ending 31st December 2022.**
- **Return to bricks and mortar driven by continued store investment.**
- **Category success in Fragrance, Cosmetics and Beauty Services.**
- **Launch of new Marketplace strengthens Online proposition.**
- **Leading affordable offering - results in 20%¹ December sales growth for Own Brand.**

Superdrug, the leading accessible health and beauty retailer, has delivered strong December trading, with sales increasing by 16.0% versus December 2021 and market share growth for the all-important Christmas period. Delivering an integrated O+O (Offline plus Online) experience, better served customers' needs, providing a seamless retail experience, and driving December sales. Superdrug has continued to invest in store experience, opening 11 new best-in-class stores in 2022 including Aberdeen and Plymouth and refurbishing a further 59, as well as opening one of its largest Beauty Studios in Rushden Lakes in early December.

Christmas category successes were in Fragrance and Cosmetics, which recorded the biggest sales week ever in the week before Christmas. This topped off a fantastic growth year for Fragrance and in particular for Premium Fragrance, after six luxury brands were introduced in September 2022 (YSL, Viktor & Rolf, Prada, Giorgio Armani, Valentino and Narciso Rodriguez). In Cosmetics, sales were back to pre-Covid Christmas 2019 levels, as consumers prepared for the party season. Beauty Studio also saw its biggest month in December, with Nail Services and Piercing proving the most popular, solidifying Superdrug's position as the number one on the high street for piercing.

Superdrug consistently saw increased footfall across December, with average weekly transactions 19% higher than December 2021 as customers snapped up the very best high street value in price and promotions. The retailer's continued focus on affordability was a significant driver of growth, resulting in a 20% December sales rise for Own Brand and an increased uptake of Members Only pricing amongst loyal Health & Beautycard users. Customers were also reassured by Superdrug's Own Brand Price Freeze, which saw the prices of over 5,000 of the most popular health and beauty items frozen earlier in 2022.

Superdrug continued to enhance its O+O (Offline plus Online) offering, bringing a market-leading, integrated shopping experience to its customers. Superdrug Marketplace launched in November 2022 and listed close to 7,000 of the most exciting and innovative new products for customers to discover in December, whilst rapid delivery services like Store to Door allowed customers to order to home from local stores and delivered over 10,000 same day orders in the last quarter of the year. **In Healthcare, Online Doctor gave patients access to over 70 healthcare services** and a large range of healthcare essentials, delivering 37,000 Pharmacy Collect orders in December and connecting patients to in store Nurse Clinics and Superdrug Pharmacies across the country.

Superdrug has also focused on delighting beauty customers with the introduction of the latest trending, high performance products, at affordable prices. November 2022 saw the launch of Superdrug's new and only makeup range, Studio London, a 137-piece collection that offers everything under £9 and which has twice sold out its best-selling product, U Matte-R Setting Mist Matte. In late 2021 the retailer also relaunched its Own Brand skincare range, B. Skin, which was blind tested against and scored better than expensive leading brand equivalents. Superdrug also strengthened its 'Only At' branded offering, launching many exclusive brands in 2022, including Bourjois, Mielle and HiSmile.

Superdrug CEO, Peter Macnab commented: *'We are delighted to say that we had a tremendous Christmas at Superdrug. Our commitment to accessibility means that customers continue to come to us for the very best in high street value, at a time when affordability really matters. Our continued investment in stores, market-leading digital progression and innovation in Own Brand has driven increased sales and market share growth. I'd like to thank all of my colleagues for all of their hard work in bringing such a fantastic and competitive offering to shoppers.'*

Notes to editor:

Superdrug offers the best in trending beauty brands, everyday personal care and essential health products. With over 780 stores across the UK and Ireland, Superdrug brings the best in accessible beauty and health to the high street and online.

Superdrug shoppers can locate their nearest store by visiting the [store finder](#) on superdrug.com.

For further information please contact the Superdrug press office at Mind+Matter on 01273 712000 or email superdrug-mindplussmatter@ashfieldhealth.com.

¹ 19.7% Own Brand sales growth in December 2022.