

CHRISTMAS SHOPPERS STARTING EARLY DESPITE COST-OF-LIVING CRISIS

- *Superdrug sees 219% sales uplift of Christmas gifts compared to last year and reveals top gifting trend predictions.*
- *Superdrug 'Members Save More' scheme offers up to 50% off RRP helping shoppers to find Christmas shopping more accessible this year amid the rise of living costs.*
- *Superdrug also reveals its focuses for Black Friday Weekend and launch date for promotions*

Leading high-street health and beauty retailer, Superdrug is reporting a significant increase in Christmas gift sales as shoppers start stocking up early. This shift in shopping behaviour has sparked a 219% sales uplift of Christmas gifts compared to this time last year¹.

Unit sales of Christmas gift sets have increased, as shoppers seek value amidst the rising cost of living. As it stands, seven in 10 of the top selling Christmas gifts are in the men's and women's toiletries categories with sets from Lynx, Nivea and Dove all selling well offering quality, value gifts people want and need².

Chief Commercial Officer, Simon Comins comments *"We know that the festive season will look slightly different this year, with Christmas firmly back on the map, families will want to celebrate and get together in groups once more. But we also know that this year will be one of the hardest hit in terms of the rising cost of living.*

At Superdrug the customer is always at the heart of what we do. With this in mind, we have focused on offering quality and value to our shoppers, ensuring the beauty and health products we know our customers want and need are accessible."

Superdrug's recently launched 'Members Save More' campaign offers health and beauty card members great prices and up to 50% off RRP helping shoppers to navigate Christmas shopping wisely during this period and making gift buying more accessible.

Chief Commercial Officer, Simon Comins shares his predictions for Christmas gifting 2022:

1. **"Money-saving beauty bundles** are expected to feature heavily amongst the best sellers as consumers look at ways to make their money stretch further this Christmas."
2. **"Beauty tool and brush kits** will likely continue to trend as people have gained confidence in experimenting with beauty at home since the pandemic."
3. **"TV collaboration ranges,** such as Ru Paul's beauty range, are expected to do well as people buy into their favourite shows, so we have stocked up on some exciting exclusive ranges for the festive period."
4. **"Premium perfumes** are predicted to remain a popular gift choice, so Superdrug are bringing in new premium perfume brands to stores and online to provide customers with a wider choice for Christmas."

Shoppers can choose from a wide range of Christmas gifts, from must-have beauty advent calendars available exclusively to Superdrug, to exclusive cosmetics, skin and personal care gift sets including

¹ Superdrug sales figures as of May 2022

² Superdrug sales figures as of May 2022

the Ru Paul range, Superdrug's popular own brand Studio London, premium fragrances such as Hugo Boss, Paco Rabanne and Versace. and beauty electricals.



WHAT IS SUPERDRUG'S PLAN FOR BLACK FRIDAY WEEKEND?

In a further bid to provide the best possible savings for their customers this winter, Superdrug is also planning to offer a wide range of deals in an 'members only' shopping timeframe ahead of Black Friday Weekend for their health and beauty card holders.

Superdrug is aware that consumers are not predicted to spend as they usually would this winter, with [Black Friday spending predicted to drop](#). The retailer will streamline their deals over this period to be in line with customer demands from 2021. Last year, the high street retailer saw the most spend in their fragrance, gifting, beauty, oral care, and electrical departments and will be spotlighting these areas again this year for the promotional period.

Chief Commercial Officer, Simon Comins says:

"We want to make it as easy as possible for our customers to shop Black Friday this year, so they can be confident they are getting the best value and promotions at Superdrug. So we have worked hard to make sure that all the deals during Black Friday and Cyber Monday meet our customer's needs, especially those shopping early for Christmas."

Member only promotions will run between 2nd Nov-15th Nov and then the deals / promotions will be unlocked for all shoppers from the 16th Nov – 29th Nov.

Black Friday this year falls on the 25th November 2022 and Cyber Monday is on the 28th November.

Customers can sign up for a Superdrug Health & Beautycard at [Superdrug.com](https://www.superdrug.com).

- ENDS -

Superdrug press office at Evoke Mind+Matter on 01273 712000 or email superdrug-mindplumatter@evokegroup.com

Notes to editor:

Superdrug ☆



Superdrug offers the best in trending beauty brands, everyday personal care, and essential health products. With over 830 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-mindplusmatter@ashfieldhealth.com.

About A.S. Watson Group:

Established in Hong Kong in 1841, A.S. Watson Group is the world's largest international health and beauty retailer operating over 16,100 stores under 12 retail brands in 27 markets, with over 140,000 employees worldwide. For the fiscal year 2020, A.S. Watson Group recorded revenue of US\$20.6 billion. Every year, we are serving over 5.9 billion shoppers via our O+O (Offline plus Online) platforms, providing tech-enabled retail experience to customers offline and online.

A.S. Watson Group is also a member of the world-renowned multinational conglomerate CK Hutchison Holdings Limited, which has four core businesses - ports and related services, retail, infrastructure, and telecommunications in over 50 countries.

Please visit www.aswatson.com for more information.