



PRESS RELEASE

## **SUPERDRUG BACKS BRICKS & MORTAR WITH INVESTMENT INTO 25 BIGGER & BETTER STORE OPENINGS IN 2023**

**18th Apr 2023**, Leading health and beauty retailer, Superdrug, today announced plans to invest in 25 new stores this year, expanding its bricks-and-mortar retail footprint. The venture is expected to create over 570 jobs nationwide, creating a seamless customer experience and providing vital support for high streets and local communities.

The investment, part of the brand's O+O (Online + Offline) platform strategy to deliver its omnichannel ambitions, is driven by continued strong performance figures. In Q4 2022 Superdrug reported increased volume and value sales and footfall across both sides of the beauty and health business. Whilst in 2021 revenue rose 5.1% to £1,168million with a profit before tax increase of 141.3%<sup>1</sup>.

The investment strategy has already seen Superdrug open new stores in Washington Gallery and Falkirk Retail Parks in February 2023 and in Braehead, the largest Superdrug in Scotland, just last month. A further three best-in-class stores will soon open in Dublin Dundrum, Manchester Trafford Centre and London Brent Cross, with more stores in the pipeline for later this year. The bigger and better Superdrug stores will focus on enhancing the physical shopping experience, offering customers an extensive range of affordable Beauty Studio treatments and allowing access to a host of essential healthcare services through Pharmacies and Nurse Clinics.

In addition, Superdrug will refit 70 stores in 2023, ensuring the estate is modernised through a series of updates that include new shop fronts, fully recyclable signage, improved flooring and ceiling tiles made from bio-soluble mineral wool, clay and starch, energy efficient LED lighting, new floor layouts and upgraded fascia and internal signage. This follows a large-scale 2021 rollout of new cosmetics stands, which ensured customers can enjoy and discover the latest makeup brands in the most up to date of shopping environments.

All openings and refits will benefit from Superdrug's Sustainable Store Scheme, which kicked off with a pilot store in Peterborough in October 2021, and which ensures sites are as eco conscious as possible in everything from design to energy saving and waste management.

**Superdrug's CEO Peter Macnab:** *"Recent years have seen seismic changes in our sector, and constantly evolving customer expectations. An investment of this scale demonstrates our resilience in the face of continuing social and economic challenges, but also our confidence and commitment to our customers and communities."*

**Superdrug's Property Director, Nigel Duxbury:** *"High streets and retail parks are the beating heart of our communities and an essential part of our economy. Our investment in bricks and mortar will help us continue to stretch, shape, and deliver for our customers in the future, as well as helping transform communities into vibrant places to live, work and shop."*

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<sup>1</sup> over 2020 period £18.8million

The bigger and better store plan will mean Superdrug customers can continue to delight in discovering 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 continues to strengthen its 'Only At' branded offering, launching many exclusive brands, including Bourjois, Mielle, 3ina and HiSmile and also introducing 6 new premium brands to its fragrance portfolio: YSL, Viktor & Rolf, Prada, Giorgio Armani, Valentino and Narciso Rodriguez.

In Healthcare Superdrug continues to ensure communities have access to vital medicines, prescriptions and professional advice, as close to 200 stores now contain a Pharmacy and over 60 a Nurse Clinic, with an amazing Trustpilot score of 4.6 out of 5. In addition, Online Doctor gives patients access to over 70 healthcare services and a large range of healthcare essentials, at a time when the NHS is under increasing pressure.

Superdrug continues to enhance its O+O offering, bringing shoppers a market-leading, integrated experience. 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 the run up to Christmas in its online marketplace. Whilst rapid delivery services like Store to Door allowed customers to order to home from local stores and Store Insider connected Online customers to store advisors, ensuring Superdrug offers market leading convenience, with the very best customer service whatever the touchpoint.

**-ENDS-**

For further information or requests for comment, please contact the Superdrug press office at Mind+Matter on 01273 712000 or email [superdrug-mindplussmatter@evokegroup.com](mailto:superdrug-mindplussmatter@evokegroup.com)

**Notes to editor:**

**About Superdrug**

- Superdrug offers the best in trending beauty brands, everyday personal care and essential health products. With over 790 stores across the UK and Ireland, Superdrug brings the best in accessible beauty and health to the high street and online.

**About A.S. Watson Group**

- Established 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 28 markets, with about 130,000 employees worldwide.
- For the fiscal year 2022, A.S. Watson Group recorded revenue of US\$22 billion.
- Every year, we are serving over 5.5 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](http://www.aswatson.com) for more in-depth information about A.S. Watson Group and its brands.