



RETAIL **OPPORTUNITIES + INSIGHTS** FOR MANUFACTURERS

Volume 3 Issue 3

Where are you focusing your marketing efforts to grow your brand? What are the top challenges in your market space? Take our 5-question [State of Brands survey](#) by July 11th, and look for an overview of the results in a future issue!

Survey responses are anonymous and will only be shared in aggregate when a broad enough sample has been gathered.

Brand acquisition

New items might get a good amount of attention in the industry, but don't forget about acquisitions of existing health, beauty, and wellness (HBW) brands. These brands usually have a proven track record and are just as important to consider in the competitive landscape.

HRG reviewed **2,243 New HBW items** from May 2016 to March 2017. In the same time frame, there were **1,600 SKUs acquired.**

Although acquired SKUs have a proven track record, you must be prepared to support them to capitalize on these known brands.



Out of 120 acquired brands:

↑ 14% showed an increase in unit movement of **10%** or more

↓ 10% showed a decrease in unit movement of **50%** or more

Wondering which categories the acquired health, beauty, and wellness SKUs are in?

[Click here](#)



Did you acquire any HBW brands last year? What can you do to prevent a decrease in movement?

[Click here](#)



HRG breaks ground on a new building



HRG broke ground for a new building Tuesday, May 2nd, in Pewaukee, WI, just a mile northeast from their current location in Waukesha. The entire company was present for the groundbreaking ceremony, celebrating the next step in the evolution of the business...[Read more](#)

To see more photos from the ceremony, visit our [Facebook page](#).

Think beyond the box

by Dave Wendland

Having spent 25 years in this industry – so far – and consulting with hundreds of consumer healthcare product manufacturers looking to make their mark in a particular category or within a specific retailer, I continue to see a common mistake. Too many overzealous manufacturers put all of their time, energy, and attention into designing an award-winning box for their item but they forget one of the most elementary factors: that box **will be** discarded shortly after purchase! Not to mention, with a mere three to seven seconds at shelf to stand out from competitors, will that fancy box alone tell your story?

So, my advice is to always think beyond the box. Here are four suggestions that should be considered when launching or restaging a brand...[Read more](#)

2017 Top Workplace!



HRG has been named one of the [Milwaukee Journal Sentinel's 2017 Top Workplaces](#), awarded to the best places to work in southeastern Wisconsin. The Top Workplaces are based solely on the results of an employee survey. 1,350 companies were invited to participate and 245 chose to be surveyed about aspects of their workplace culture in categories that included connection, alignment, effectiveness, the basics, leader of the company, and their individual manager...[Read more](#)

To see photos from our celebration, visit our [Facebook page](#).

Upcoming events

JUL
12-16 McKesson ideaShare

JUL
20-22 Smith Drug Company
CE & Trade Show

JUL
28-30 Mutual Drug
Trade Show

AUG
6-9 HD Smith National
Sales & Management
Conference

AUG
24-26 ACA Fall Pharmacy
Conference

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Ready for the most important meetings of your year?

BUYER INTERACTION SUCCESS KIT

If your category review is coming up, now's the time to re-evaluate your [buyer presentation](#). With 35+ years of HBW industry expertise, we can help you craft a dynamic, memorable presentation whether you are trying to introduce a new item, new-to-the-channel product, or a line extension. Depending on your level of need, [we offer three packages](#) to help you put your best foot forward. Don't wait – ask us for our unbiased opinion of your presentation and how we can help so you'll be ready for the most important 20 minutes of your year.

