

# The Grocer

## Focus On: Healthcare

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**Intro:** Fmcg multinationals are throwing money behind supplements & wellbeing products. Take Unilever, which in April acquired US gummy supplement brand Grüns; or Suntory and Estrella Galicia, which put money behind Rem3dy Health in June. So, will the sector continue to prove profitable?

### **Investment:** High-profile deals

- What have been the standout deals of the past 12 months?
- Why are multinationals so confident in the vitamins & supplements sector?
- Which brands are tipped for stratospheric growth?

### **Innovation:** Key trends

- Which ingredients and formats are proving most popular in vitamins & supplements?
- Which need states are behind the key trends?
- Is gut health still in growth?

### **Cold & flu:** Winter sniffles

- How are suppliers of OTC medicines preparing for cold & flu season?
- Which retailers are offering flu jabs and what's the uptake been like?
- Is the way shoppers treat their colds changing?

### **Hayfever:** Allergies on the rise

- With allergies on the rise and longer pollen seasons, how are hayfever remedies faring?
- Which brands are outperforming the wider sector?
- What have been the standout innovations in this space?

### **Women's health:** Periods, pregnancy & menopause

- How are retailers working to better support women's health?
- Which brands are key disruptors in this space?
- Are prices over-inflated in this sector?

**Innovations:** We will profile three new products or ranges. We need launch date, rsp, and a hi-res picture of each.