

Allergy Season

01 April – 21 July 2021

Allergy Season



During the warmer months, Brits generally spend more time outdoors, enjoying picnics and barbeques - but for millions of people, that means battling with allergies such as hay fever.

With 10.7 million people buying allergy products each year, the hay fever category has seen a growth of 6%, ahead of the total Healthcare market.¹ There is a huge opportunity for allergy products and anti-inflammatories to increase sales throughout the Summer months, as well as the opportunity to educate shoppers on the benefits of natural remedies and dietary adjustments to help keep them well during allergy season.

Sources: ¹Kantar ²Mintel ³BBCNews ⁴NaturalNews.com ⁵Statista

The average weekly spend for hay fever relief products per person in the UK is

£10₃



24%

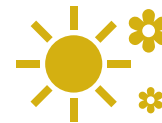
of UK residents suffer from some sort of seasonal allergy.¹

Most purchased items:

- Antihistamines
- Nasal spray
- Eye drops
- Tissues
- Decongestants
- Throat spray

£133.7m

annual value of the UK hay fever market.⁵



52%

of those with a seasonal allergy say Spring & Summer are when they are most affected.¹



84%

of sufferers remedy their symptoms using over the counter products.¹



+3.2%

increase in the sale of tissues during summer, as 47% suffer from sneezing due to allergies.¹



as honey contains pollen it is believed that eating it will naturally prevent against pollen allergies in the same way that vaccinations work.²



47%

of allergy sufferers experience itchy or watery eyes as their main symptom.¹



Chamomile Tea is often used as a remedy for hay fever and Green Tea is said to block the production of histamine and build the immune system.⁴

Supplier Opportunities



In-store Media

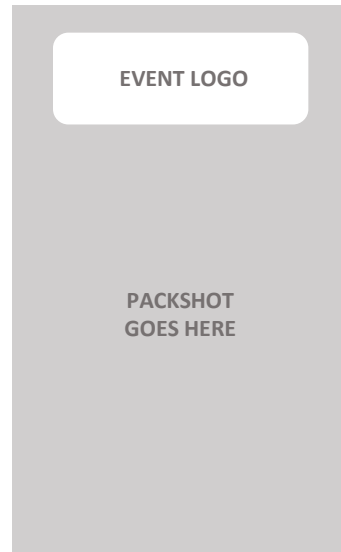
All campaigns aligned to *Allergy Season* will use the supplied toolkit for the following media:



POS Barkers



Digital 6 Sheets



Online Media

Allergy Season will be supported online with a Branded Page, featuring participating brands/products. Event roundel and creative template available to all participating suppliers for use on:



Leader-board Banners



Promo Banners



Dept Navigation Banner



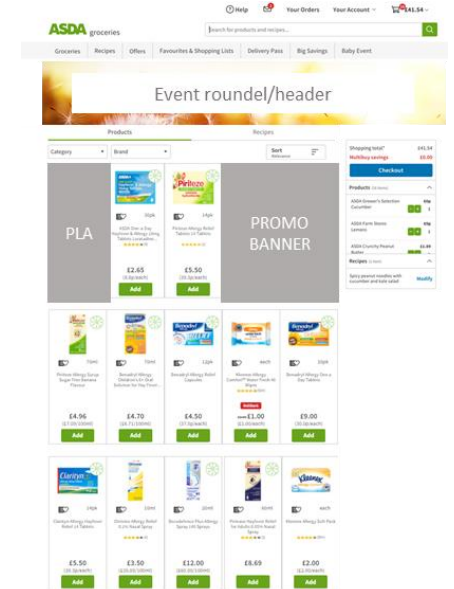
Category Navigation Banner



Inserts (PLA)



Social Media



*Please note: these images are only example mock-ups- this year's creative may be subject to change

Key Information



Event

Live Dates:

01 April – 21 July



Campaign Briefing

Deadline:

The official deadline has passed but please speak to your AM now to discuss your requirements.



Campaign Booking

Deadline:

25 February



Contact:

Speak to your Account Manager to begin building your *Allergy Season* campaign

Invest in the Allergy Season event and...

Advise ASDA households with product suggestions for allergy sufferers

Associate your brand with a key consumer lifestyle trend

Inspire shoppers and drive incremental sales for your products

A close-up photograph of a person's hand, palm up, holding several small, round, white pills. The background is a soft-focus field of bright yellow flowers, likely rapeseed or mustard. A semi-transparent white horizontal band is overlaid across the middle of the image, containing the text "Thank you" in a bold, yellow, sans-serif font.

Thank you